TECHNOLOGY DEPT.

APRIL 27, 1953 35c PER COPY

BROADCASTING TELECASTING

Dec53 H-1
M1143
4 JOD
Detroit Public Library
Technology Dept
96 Putnam Dr
Detroit 2 Michigan

1953 NARTB CONVENTION ISSUE

IN THIS ISSUE

RTB Convention
s in Los Angeles
Page 35

FCC Chairman;
Swamp in View
Page 37

senhower Lauds
dio TV Service
Page 45

A Hears Radio, TV
Bolster Economy
Page 64

ATURE SECTION
arts on Page 99

22ND year

THE NEWSWEEKLY OF RADIO AND TV

PUBLIC LIBRARY
APR 27 1953
DETROIT

The PUBLIC is you, the man next door around the corner . . . on the next farm. The Storer Stations always keep this in mind. Their public service programs are directed to the individual—not to the mysterious unknown "public." For example:

The "Public" in Public Service

WJBK-TV DETROIT

"The Community News Reel" gives vivid, human interest support to community activities . . . Better schools, Civil Defense, Community Chest, Health Drives, Traffic Safety, Good Citizenship . . . all dramatized with actual people, real events. "Nothing interests people more than people."

WMMN FAIRMONT

"School Of The Air". Vital programs broadcast five times weekly to 88 schools. So valuable to the school system that many rural schools were electrified to receive these classes.

WAGA-TV ATLANTA

"This is Georgia" — a colorful TV series spotlighting Georgia communities. Officially cited by the Georgia State Chamber of Commerce as one of the most productive public service programs ever created in Georgia.

WWVA WHEELING

"Tri-State Farm & Home Hour" — famous rural program now in its 18th successful year. A must for rural dwellers in three states. As one loyal listener said, "As much a part of modern farming as the tractor and electricity."

Programs like these are typical of the many public service activities sustained by all seven radio and four television stations of the Storer Broadcasting Company . . . a company which, for 26 years, has offered its whole-hearted support to every enterprise designed to strengthen and enlighten the community.

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio — WJBK-TV Detroit, Mich. — WAGA-TV Atlanta, Ga. — KEYL-TV San Antonio, Texas

WMMN Fairmont, W. Va. — WSPD Toledo, Ohio — WJBK Detroit, Mich. — WAGA Atlanta, Ga. — WWVA Wheeling, W. Va. — WGBS Miami, Fla. — WSAI Cincinnati, Ohio

TOM HARKER, V. P., National Sales Director

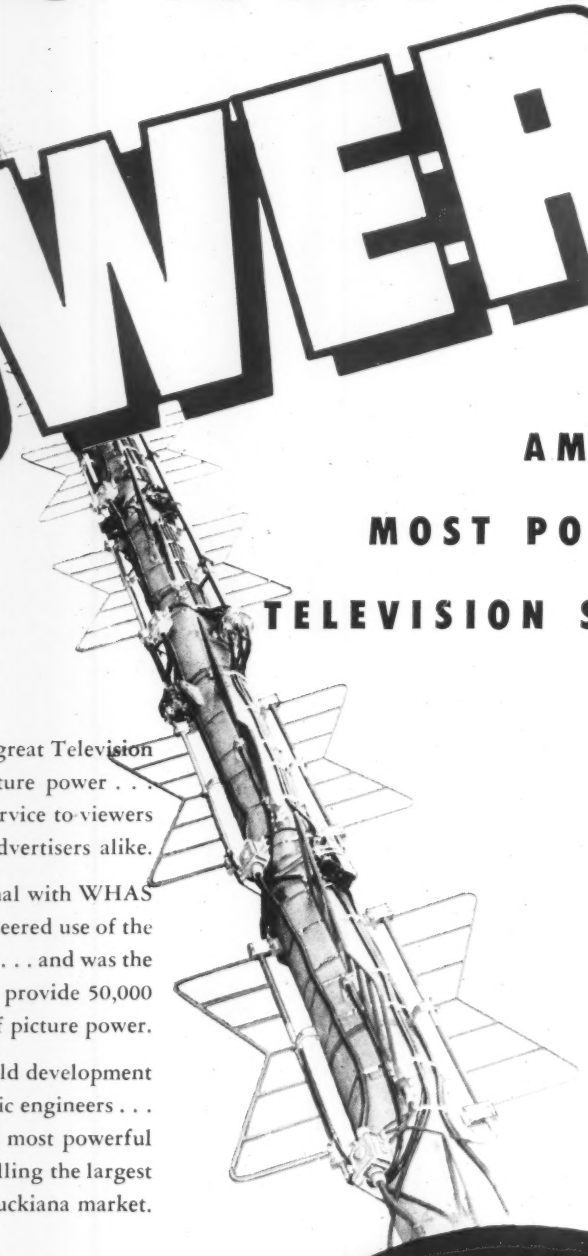
NATIONAL SALES HEADQUARTERS:

118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

316,000 WATTS . . .

POWER!

AMERICA'S MOST POWERFUL TELEVISION STATION



WHAS now achieves another great Television *FIRST* . . . 316,000 watts of picture power . . . 316,000 watts of greater service to viewers and advertisers alike.

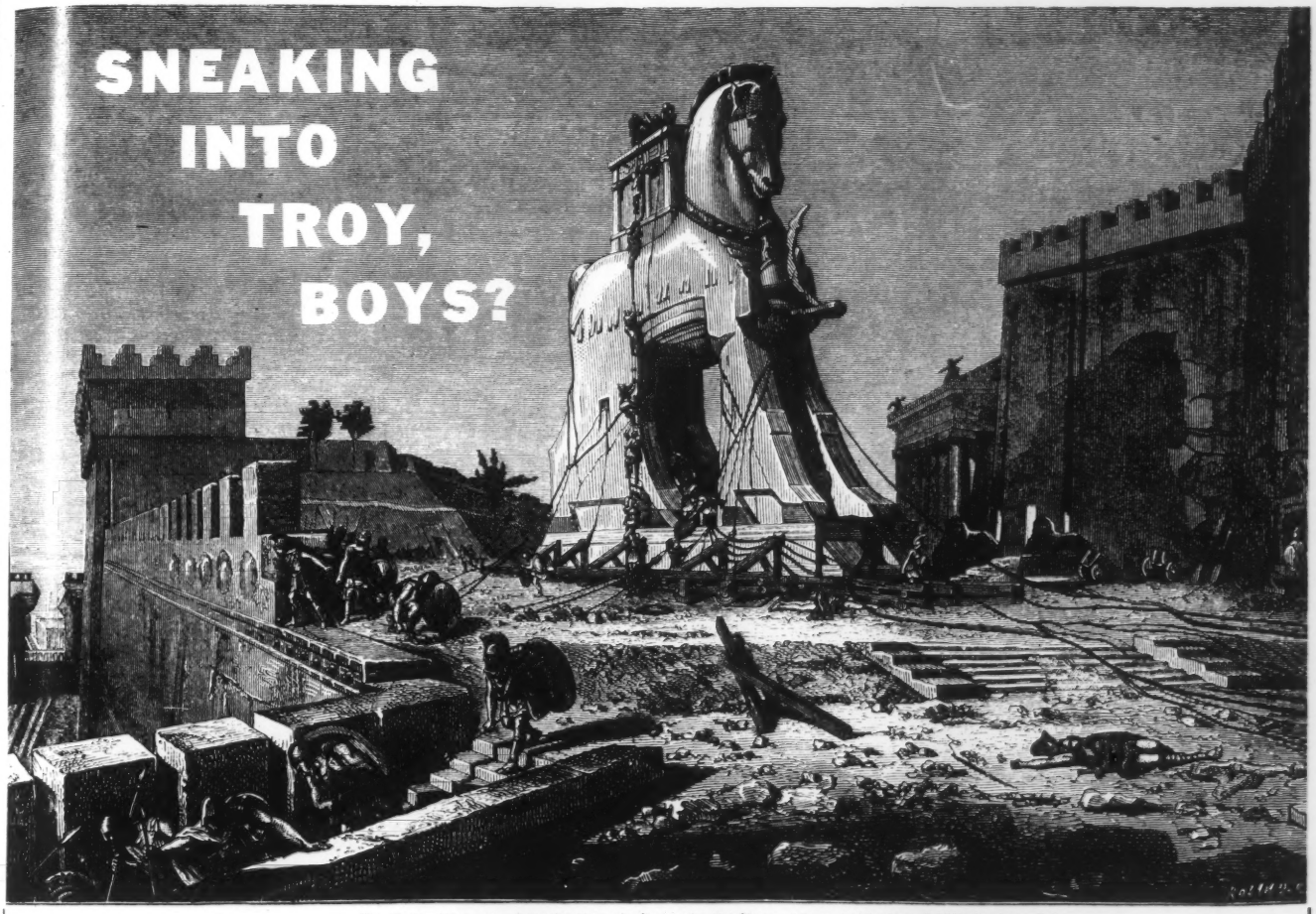
This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

First again . . . because of bold development work with General Electric engineers . . . WHAS becomes the nation's most powerful television station . . . serving and selling the largest number of viewers in the Kentuckiana market.

Channel 11
Basic CBS

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco



The Trojan Horse, used by the Homeric Greeks in the Siege of Troy, beginning of 12th Century, B.C.

WELL, we don't want to take issue with ancient history, but you're going about this thing all wrong. You'll get into Troy, alright. And you'll find there the fairest girls, the best made shirts, and the nicest people in the world. But Troy is only a part of a three-city market, Albany-Troy-Schenectady, the nation's 27th in retail sales.

That's what you want: the rich, metropolitan Albany-Troy-Schenectady market.

The best way to get into the Albany-Troy-Schenectady market is by using WTRY . . . *the station people in the area listen to most.*

And there's a lot of people listening, all day long, to close to a million radio sets, as many, for instance, from 7 PM to 10 PM, as from 10 AM to 11:30 AM when Arthur Godfrey is on . . . and everybody up here listens to him.

Survey after survey shows WTRY *continuing to hold the lion's share of audience. The Sept. '52 Pulse gives* WTRY *31% morning, 23% afternoon, and 20% evening. The remainder is divided among 7 other radio stations.*

Most local advertisers know these things. WTRY's local sales increased more than 22% in 1952 over 1951 . . . itself a banner year. And last November and December were the biggest months in the station's history.

WTRY

ALBANY 8 MI.
TROY 4 MI.
SCHENECTADY 10 MI.

Call Headley-Reed for the full inside story

ALBANY - TROY - SCHENECTADY

980 - CBS - 5000 WATTS

represented by HEADLEY-REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS · NAB

PREFERRED

On "SALES MANAGEMENT'S" list of "HOT SPOT CITIES"

ADVERTISERS WHO KNOW . . . BUY KRLD-TV CHANNEL 4

Consistently, KRLD-TV is favored by local and regional advertisers who know that KRLD-TV telecasts the full CBS Television network programs exclusively for Dallas and Fort Worth. KRLD does not divide its network programming with any other station in north Texas.

MORE COVERAGE, TOO! A survey of north Texas Television Sales and Service Dealers, proves KRLD-TV gives the better picture and audio signal than any of the other three stations serving the north Texas area. The score was 94.7% more "firsts" for KRLD-TV than the second station. AND HIGHER RATINGS: 8 out of 15 top evening shows on KRLD. (February Pulse — Dallas.)

MAXIMUM POWER FOR KRLD-TV, MAY 3rd

100,000 WATTS VIDEO AND 50,000 WATTS AUDIO

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

KRLD-TV
Channel 4, Dallas

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

The BRANHAM CO.
Exclusive Representatives

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

closed circuit

IN FINAL stages is two-way deal whereby 50,000 w facilities of WLAW, Boston-Lawrence ABC outlet, will be purchased by Yankee Network (Division of General Teleradio Mutual) for nearly $500,000. Facilities of present Yankee Boston key, WNAC, being sold to Victor C. Diehm, WAZL Hazleton, Pa., for about $120,000. WNAC call would be transferred to high power station which operates on 680 kc to be operated by O'Neil interests with WNAC-TV. Present WNAC operates on 1260 kc with 5,000 w.

★ ★ ★

PRESIDENT Hal Fellows is attending NARTB convention in Los Angeles this week against his doctor's orders. He underwent minor surgery ten days ago.

★ ★ ★

ADVERTISERS and agencies are protesting quietly about number of station general managers flooding New York within past few weeks. Station representatives, too, are finding going a bit rough due to managers' march. Plaint: When representative has covered agency one day, visit with out-of-town station man few days later necessitates another trip to same timebuyer for same issue, wasting time of all concerned.

★ ★ ★

HOWARD KANEY, crack newsman who has headed AP radio operations in Washington for past decade, has resigned effective May 4 to become manager of Washington office for CBS-TV news and newsfilms. Bill Wood, heretofore Washington head of CBS-TV news and public affairs, becomes head of public affairs.

★ ★ ★

STRONGLY endorsed by New York state Republican organization for secretary of FCC is Lt. Col. William B. Campbell, Signal Corps Reserve, now on active duty in Washington. Former head of Press Wireless European operations, Col. Campbell was on Gen. Eisenhower's SHAEF staff during World War II, and his wife was active party worker at Eisenhower headquarters before elections. Campaign developed spontaneously among New York radio, newspaper and communications men, it's reported.

★ ★ ★

COST of making film commercials in New York reportedly has been reduced to almost one-third due to the keen competition among film companies in East. As result, Hollywood film people trying to recapture some of this commercial business with lure of even lower TV commercial costs.

★ ★ ★

FRANK P. SCHREIBER, general manager of *Chicago Tribune* stations (WGN-AM-TV, WGNB [FM]), as member of board of WPIX (TV) New York interviewed 28 people in 10 days for upcoming general manager's vacancy at *New York News'* station. Man will succeed Ben Larson, who resigned to become president and 20% owner of KDYL-AM-TV Salt Lake City under Time Inc. acquisition, now awaiting FCC approval [B•T, April 6]. Mr. Schreiber will act as liaison at WPIX (TV) until new manager is indoctrinated.

★ ★ ★

TEMPORARILY serving as legal assistant to new FCC Chairman Rosel H. Hyde is Dee W. Pincock, assistant to general counsel. He, like Mr. Hyde, is native of Idaho.

★ ★ ★

TO PROVIDE more effective service in sparsely settled areas, KXLY-TV Spokane (Ed Craney-Bing Crosby) expected to ask FCC to raise 100 kw power limit on its Ch. 4 to 150 kw. Transmitter is located atop Mt. Spokane.

★ ★ ★

FIRST "strike application" case to come up for hearing before FCC will probably be determined in mid-May—when Commission holds its regular full meeting. Staff has been prodded to get several cases up at earliest opportunity out of some 18 petitions pending alleging "strikes" or "shakedowns."

★ ★ ★

NATIONAL Electronic Distributors Assn. has professed "surprise" over Federal Trade Commission charges alleging unfair methods of competition. NEDA feels that practices are traditional within industry and points out it has supported constructive proposals in suggested trade practice rules for manufacturers and distributors. NEDA was to have discussed charges with attorneys this past weekend and will file reply with FTC sometime this week.

★ ★ ★

NEXT DEVELOPMENT in series surrounding U. S. propaganda operations expected to be separation of information program from State Dept. Dr. Robert L. Johnson, former president of Temple University, definitely will head new project with certain of present IAA functions going to Central Intelligence Agency. All present top directors expected to be replaced. Plan contemplates stripping Voice operations to bone except for Iron Curtain countries and troubled areas.

★ ★ ★

OPTIMISM pervaded FCC following hearing before Senate Appropriations subcommittee last Thursday on fiscal 1954 budget. Sen. Edwin C. Johnson (D-Colo.), although not committee member, pitched for increased appropriations to speed TV hearings and indications were $1 million might be added by Senate to $7.1 million bill passed by House. Assuming this increase is halved by compromise, FCC would wind up with $7.6 million or $1.1 million above 1953.

IN THIS ISSUE

NARTB CONVENTION

The broadcasters' gold rush is under way. *Page 35.*

A convention highlight: Rosel Hyde, newly named FCC chairman, will make major address. *Page 37.*

Eisenhower lauds radio and television. *Page 46.*

ADVERTISERS & AGENCIES

Soaps spearhead flurry of radio-TV buying. *Page 48.*

FACTS & FIGURES

New analysis by Weed Television shows TV rates throughout the nation. *Page 53.*

TRADE ASSOCIATIONS

Annual meeting of American Assn. of Advertising Agencies sees need to intensify advertising efforts, to take up anticipated economic slack, and agrees radio-TV will figure big. *Page 64.*

American Newspaper Publishers Assn. investigates changes wrought by television. *Page 64.*

GOVERNMENT

Sen. Johnson starts campaign for extra $1.6 million FCC appropriation to speed up TV processing. *Page 68.*

STATIONS

Three new vhf stations begin operations. *Page 74.*

More than 200 stations have joined the Station Representatives Assn. "crusade for national spot radio." *Page 78.*

NETWORKS

A new NBC summer radio plan draws fire from Station Representatives Assn. but is defended by Harry Bannister, NBC vice president in charge of station relations. *Page 80.*

FEATURES

How radio revived downtown shopping in Gary. *Page 101.*

A major analysis of how many television stations the U. S. can support. *Page 102.*

Portrait page of the NARTB staff. *Page 111.*

FOR THE RECORD

Peabody Awards are presented at meeting of Radio & Television Executives Society of New York. *Page 136.*

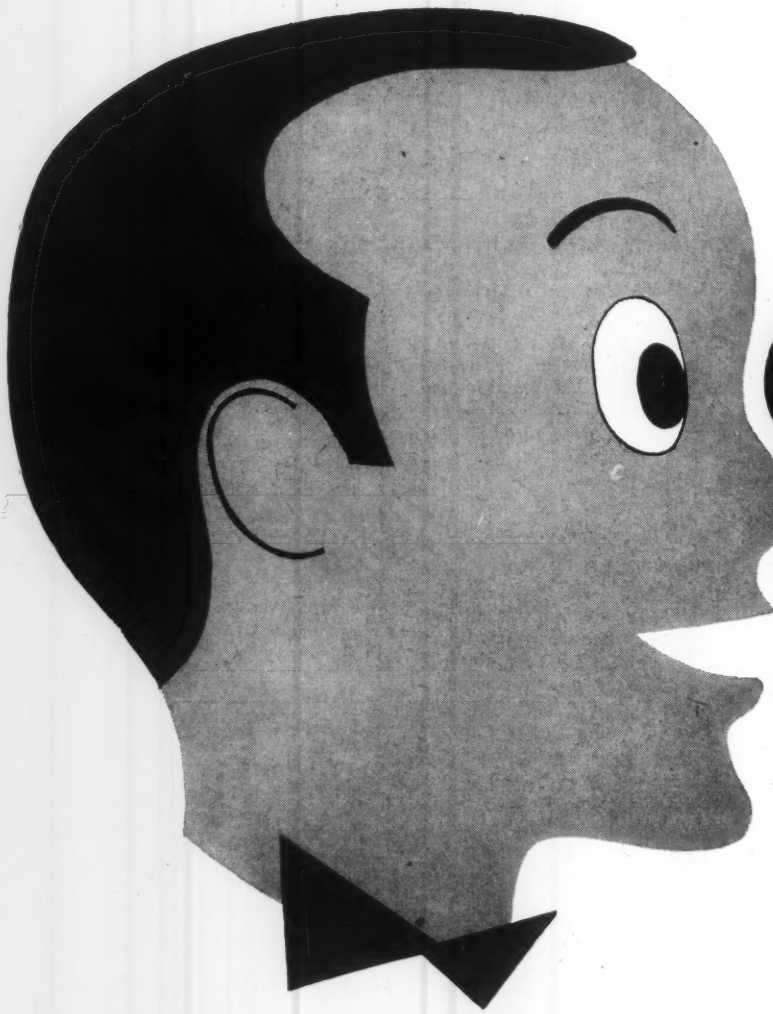
UPCOMING

April 27-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 27-May 1: Society of Motion Picture & Television Engineers Convention, Statler Hotel, Los Angeles.

April 30-May 2: American Women in Radio & Television Convention, Atlanta Biltmore, Atlanta.

May 5-8: Canadian Assn. of Advertisers Meeting, Royal York Hotel, Toronto.

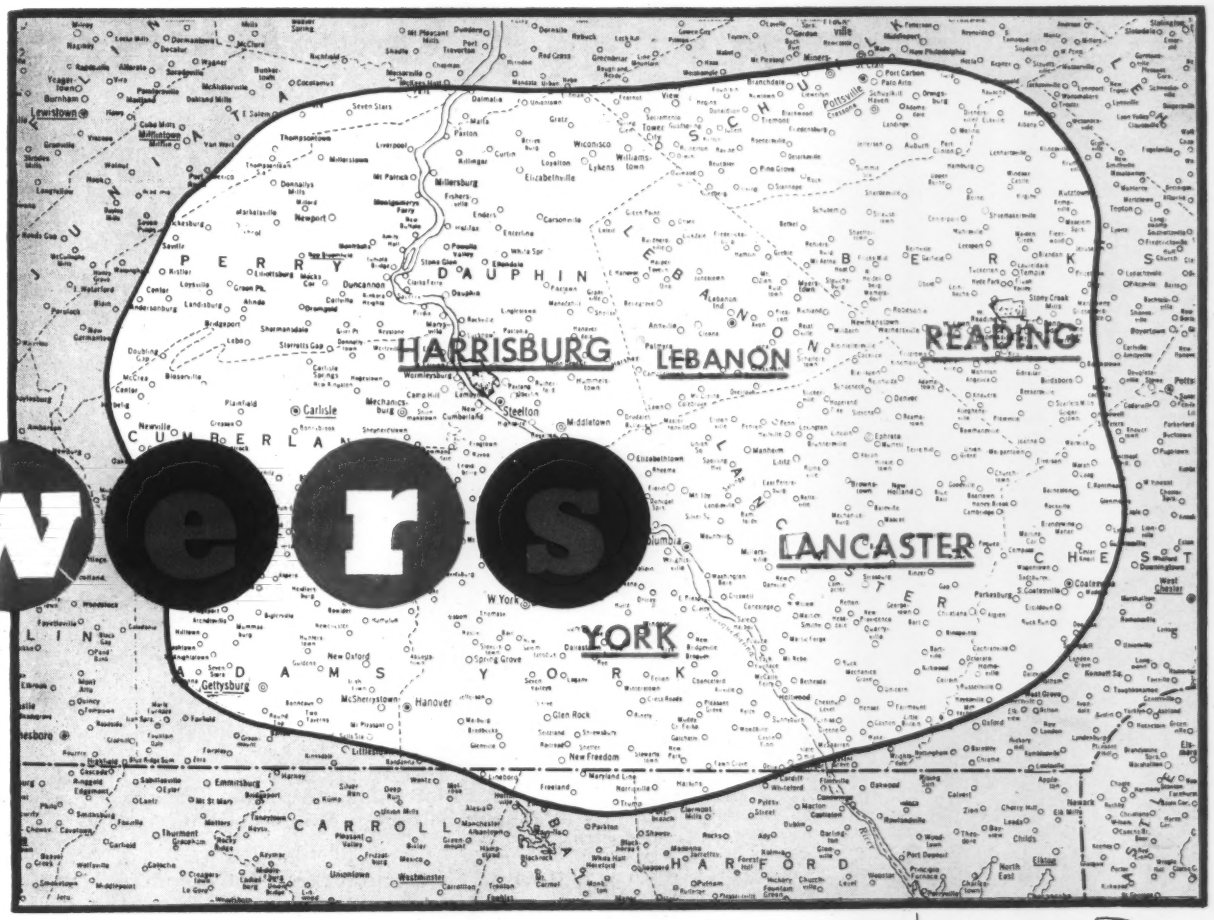


...not just
market
data

WGAL-TV

NBC • CBS • ABC • Du Mont

Lancaster, Pa.



WGAL-TV viewers support Mr. Channel 8, symbol of WGAL-TV's increased power, in his market claims. Although mail comes to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn't draw the map...its viewers from Harrisburg, York, Lancaster, Reading, and Lebanon did! For larger coverage, bigger audience, greater sales potential, ***buy*** WGAL-TV.

Mr. Channel Eight

WGAL

AM FM TV
A Steinman Station
Clair R. McCollough, Pres

Represented by **MEEKER**

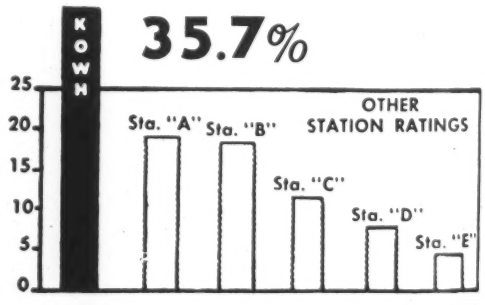
New York Chicago Los Angeles San Francisco

HERE WE GO AGAIN
or
(Who Sez Radio's Daid?)

After the NARTB Convention this month, the citizenry of Los Angeles will need only to consult Seismographic records for proof radio's still going great guns!

Like the bee (proved by experts to be aerodynamically incapable of flight) radio continues to "get off the ground" in the Omaha, Council Bluffs area too—as dramatically proved by KOWH. If you can tear your eyes away from elsewhere on this page, take a gander at KOWH's Hooper—*averaged below for the 17-month period from Oct., 1951, to Mar., 1953.*

How's that for a honey?



● ***Largest total audience*** **of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Mar., 1953.)**

● ***Largest share of audience,*** **in any individual time period, of any independent station in all America! (March, 1953.)**

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

NARTB Membership Shows Sharp Increase in Year

AM STATION membership of NARTB totaled 1,112 AM stations on eve of Los Angeles convention, representing increase of 139 AM members in last year. Total membership includes 376 FM stations (370 last year), two radio networks (MBS, NBC); 153 TV stations (83 last year); four TV networks (ABC, NBC, CBS, DuMont); 105 associates (74 last year).

NARTB convention headquarters said Friday that banquet program for next Thursday will be "surprise package," refusing to divulge names of talent.

FCC Comr. Frieda Hennock was last-minute addition to convention program. She completed arrangements at weekend to attend meeting and is to be member of special Friday panel composed of FCC members.

Better Media Research Advocated by Harper

MILLIONS of dollars in media decisions being made on basis of unevaluated data, Marion Harper Jr., McCann-Erickson president, told AAAA convention at White Sulphur Springs, W. Va., Friday (early story page 64). He said $250,000 budget of Advertising Research Foundation should be quadrupled.

Evaluation of radio-TV ratings is one of ARF's big projects, he said, and added ARF work will bring better media data with wider acceptance.

Bennett Cerf, Random House president and radio-TV panelist, urged use of more humor in copy. He said some advertising underrates American intelligence, citing radio-TV commercials that are "insulting, elementary, sirupy and raspy."

Stockton Helffrich, NBC continuity acceptance manager, took part in AAAA closed panel on advertising content. CBS Radio represented at convention by Adrian Murphy, president, and John J. Karol, network sales vice president.

AAAA discussed TV costs but took no formal action. Main concern of meeting was to find ways of increasing advertising budgets.

NBC Offers Summer Radio Sales Plan

NBC's new summer radio sales plan (see early story page 80) is being officially announced today (Monday) by network, which calls it "one of the greatest economy buys ever offered in network radio." Effective May 31 through Aug. 28, plan is called "Summer Tandem" and offers participations in one to six shows, for any length of time, at $3,856 per participation. This figure covers time (one-minute commercial plus opening and closing billboards) and talent on full 197-station network. Graduated discounts for each additional participation during week. NBC merchandising assistance also available to summer tandem sponsors.

CONGRESS ON SPOT

STARTING yesterday (Sunday), WTOP-TV Washington scheduled large number of station breaks pointing finger at Congress for failure to reach decision by weekend on whether District of Columbia is to have daylight saving. Announcements note that many favorite CBS programs are heard an hour earlier. They conclude: "It is now -- o'clock EDT, -- o'clock EST."

Coca-Cola's NBC Programs On 375 MBS Stations

COCA-COLA Co. signed late Thursday for sponsorship of its forthcoming NBC radio-TV series on more than 375 Mutual stations in towns without NBC affiliates. Signing came after union officials and company, who had been negotiating over problem posed by fact that Mutual's broadcasts would be second use of taped program, agreed musicians and vocalists on show would be paid regular fees. Featuring Eddie Fisher, program starts on NBC-TV on April 29 (Wed. and Fri., 7:30-7:45 p.m.). Audio portion, taped, will be carried by NBC radio starting May 5 (Tues. and Fri., 8-8:15 p.m.). Mutual will then carry tapes (Mon. and Thurs., 10:30-10:45 p.m.) starting May 11. Agency: D'Arcy Adv., N. Y.

Radio Pioneers to Honor Conrad, 'Father of Radio'

AWARD to Dr. Frank Conrad, whose experiments led to founding of KDKA Pittsburgh, pioneer Westinghouse station, to be made tonight (Monday) at annual Radio Pioneers dinner at Hotel Statler, Los Angeles. Selection was unanimous and was made by committee headed by William S. Hedges, NBC.

R. A. Neal, Westinghouse Electric Corp. vice president, to accept award on behalf of Dr. Conrad, scientist. Dr. Conrad had served Westinghouse 20 years until death in 1941. His son, Francis Conrad, ABC vice president, to receive award on behalf of Dr. Conrad, the man. Other awards in past have gone to Thomas Alva Edison, Guglielmo Marconi and Reginald Fessenden.

Citations to outstanding living leaders in radio will be presented by Mr. Hedges to Dr. Vladimir K. Zworykin, RCA Labs.; Dr. E. F. W. Alexanderson, General Electric Co.; John V. L. Hogan, Hogan Labs.; Dr. Orestes H. Caldwell, Caldwell-Clements Inc., and Donald Manson, former general manager of CBC.

WCAU-TV Readjusts Rates

BOTH day and night rates readjusted effective May 1 by WCAU-TV Philadelphia. New time class, AA, set up for 8-10:30 p.m. hours, seven days per week, with base rate ranging from $1800 per hour to $187.50 for 10-second spot. No change made in A, B or D rates. Class C rates up 11.1%.

• BUSINESS BRIEFLY

P & G CONSIDERING • Procter & Gamble Co., Cincinnati, through Dancer-Fitzgerald-Sample, N. Y., considering, but has not yet approved, radio campaigns in about 75 markets starting mid-May.

RAZORS MAY USE SPOT • American Safety Razor, through BBDO, N. Y., is considering spot radio campaign in Texas and Arizona on behalf of its Blue Star blades. Definite decision expected in about 10 days.

LINING UP TV • Newman Lynde & Assoc., Jacksonville, Fla., lining up TV spot availabilities for schedule for its client, King Edward Cigars.

PACKARD ANNOUNCEMENTS • Packard Cars, through Maxon Inc., N. Y., and Detroit, placing radio spot announcement campaign to start May 8 in number of pre-selected markets for eight spots each.

NEW PRODUCT LOOKING • Enzo Jel Co., Sheboygan, Wis. (tomato aspic, pudding), introducing new product, Jelex (sugar-free gelatin) to leading chain, super-market and wholesale grocery stores. General and cooperative advertising campaign planned, with radio and TV probably being used. Agency: Schoenfeld, Huber & Green Ltd., Chicago.

GUM CAMPAIGN • Pharmaco Inc., for new product, Ora-Gum, starting spot announcement campaign in five radio markets on May 4 for eight to 13 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

INSURANCE SPOT TEST • Liberty Mutual Fire Insurance starting spot test on May 4 in St. Louis and one other radio market, for four weeks and one week, respectively. Agency: BBDO, Boston.

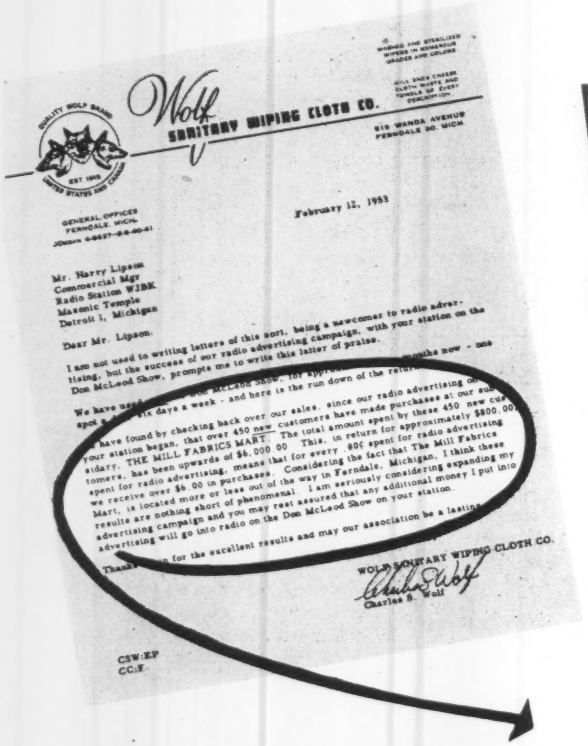
VITAMINS ON RADIO • McKesson & Robbins, N. Y. (Bexel vitamins), buying radio spot announcement campaign in about five markets, effective May 1 for 13 weeks. Agency: Ellington & Co., N. Y.

GAINES PLANS DRIVE • Gaines Dog Food (dog meal), through Benton & Bowles, N. Y., preparing radio spot announcement campaign in scattered markets, starting in May.

Lucille, Desi at Convention

LUCILLE and Desi Arnez, of CBS-TV *I Love Lucy* program, will officially open NARTB convention Wednesday morning. They will appear promptly at 10 o'clock and will be introduced by Clair R. McCollough, Steinman Stations, convention committee chairman. Mr. McCollough said their role in convention is timed for 10 o'clock sharp because of shooting schedule.

$800 Budget Brings 450 NEW Customers



Wolf SANITARY WIPING CLOTH CO.

919 WANDA AVENUE FERNDALE 20, MICH.

GENERAL OFFICES FERNDALE, MICH.

February 12, 1953

Mr. Harry Lipsen
Commercial Mgr
Radio Station WJBK
Masonic Temple
Detroit 1, Michigan

Dear Mr. Lipsen:

I am not used to writing letters of this sort, being a newcomer to radio advertising, but the success of our radio advertising campaign, with your station on the Don McLeod Show, prompts me to write this letter of praise.

We have used the Don McLeod Show, for approximately two months now - one spot a day, six days a week - and here is the run down of the return.

We have found by checking back over our sales, since our radio advertising on your station began, that over 450 new customers have made purchases at our subsidiary, THE MILL FABRICS MART. The total amount spent by these 450 new customers, has been upwards of $6,000.00. This, in return for approximately $800.00 spent for radio advertising, means that for every 80¢ spent for radio advertising we receive over $6.00 in purchases. Considering the fact that The Mill Fabrics Mart, is located more or less out of the way in Ferndale, Michigan, I think these results are nothing short of phenomenal. I am seriously considering expanding my advertising campaign and you may rest assured that any additional money I put into advertising will go into radio on the Don McLeod Show on your station.

Thanks for the excellent results and may our association be a lasting

WOLF SANITARY WIPING CLOTH CO.

Charles S. Wolf

CSW:EP
CC:E

WJBK GIVES QUICK RESULTS

in the Booming Detroit Market

Want Proof? Here's a Typical WJBK "Success Story"

"We have used *only* the Don McLeod Show, for approximately two months now—one spot a day, six days a week—and here is the run down of the return. We have found by checking back over our sales, since our radio advertising on your station began, that over 450 *new* customers have made purchases at our subsidiary, THE MILLS FABRICS MART. The total amount spent by these 450 new customers, has been upwards of $6,000.00. This, in return for approximately $800.00, spent for radio advertising, means that *for every 80c spent for radio advertising we receive over $6.00 in purchases.* Considering the fact that The Mills Fabrics Mart is located more or less out of the way in Ferndale, Michigan, I think these results are nothing short of phenomenal."

WJBK Detroit

A STORER STATION

Tops in MUSIC, NEWS and SPORTS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

XUM

at deadline

Examiner Recommends Grant Of Uhf Ch. 33 to WKJG

INITIAL decision recommending grant of uhf TV Ch. 33 at Fort Wayne, Ind., to WKJG there was issued Friday by FCC Hearing Examiner Fanney Litvin. Ruling recommends denial of competitive Ch. 33 bid of WGL Fort Wayne. This is second initial TV decision since thaw. Conclusions cited greater ownership-management integration, more diversified business interests of controlling parties and their lack of connection with either newspaper there.

WTVM (TV) Answers WGRD

WTVM (TV) Muskegon, Mich., uhf Ch. 35 permittee and subject of initial Sec. 309(c) economic injury protest hearing, presented engineering evidence Friday before FCC Hearing Examiner Gifford Irion to refute charges by protestant WGRD Grand Rapids that WTVM (TV) fails to put minimum signal to whole of Muskegon. WGRD charged FCC violated own rules in making grant since small part of city isn't covered (early story page 68). WTVM (TV) argues disputed area is public park, never will be built up, but by its revised computations is fully covered. Further session set May 5.

Osborne Answers WSTV

Charging possible "actionable" material in local broadcasts and petition to FCC by WSTV Steubenville, Ohio, which alleged theatreman John R. Osborne's competitive Ch. 9 application there was filed only to "delay," Mr. Osborne told FCC Friday WSTV bid may be "defective." In letter to WSTV attorney, Mr. Osborne asked for broadcast scripts and other data. Petition also alleged WSTV "encouraged" circulation of petitions to be mailed to Congress questioning his "good faith."

Merger, New TV Bids, FCC Actions

Merger proposal filed Friday:

KHMO-TV Hannibal, Mo.—Courier-Post Pub. Co. Requests assignment of CP for vhf Ch. 7 to Lee Bestg. Inc. (WTAD Quincy, Ill.), contestant for vhf Ch. 10 Quincy with Quincy Bestg. Co. Consideration $7,580. Courier-Post gets option on 20% interest in WTAD for $100,000. Lee plans auxiliary studio in Quincy and will dismiss bid there should FCC require it.

New TV applications:

Phoenix, Ariz.—Desert Adv. Co. (H. R. Askins (30%) and four other local businessmen) requests vhf Ch. 3, effective radiated power 100 kw visual and 50 kw aural; antenna height above average terrain 1,630.5 ft.

Oak Hill, W. Va.—Robert R. Thomas Jr. requests vhf Ch. 4 (assigned Fayetteville), ERP 5 kw visual and 3 kw aural, antenna 738 ft.

Granted power changes and STAs:

KFXD (TV) Nampa, Idaho—Issued special temporary authority to commence commercial operation, effective April 17-Sept. 17. Vhf Ch. 6.

WTVO (TV) Rockford, Ill. — Issued STA to commence commercial operation, effective April 19-April 29. Uhf Ch. 39.

WLBC-TV Muncie, Ind.—Issued STA to commence commercial operation, effective April 17-June 29. Uhf Ch. 49.

WKLO-TV Louisville—Granted ERP boost on uhf Ch. 21 from 200 kw visual and 100 kw aural to 215 kw visual and 110 kw aural.

WPAG-TV Ann Arbor, Mich.—Issued STA to commence commercial operation, effective April 20-April 30. Uhf Ch. 20.

WFTV (TV) Duluth, Minn.—Issued STA to commence commercial operation, effective April 22-Oct. 22. Uhf Ch. 38.

WOR-TV New York—Granted ERP drop on uhf Ch. 9 from 316 kw visual and 158 kw aural to 130 kw visual and 65 kw aural and move transmitter to atop Empire State Bldg.

TOP TALENT ON WJAR-TV

WJAR-TV Providence has signed Bobby Breen, movie personality, as m. c. and soloist on new Monday-Friday 5-5:15 p.m. program titled *Bobby Breen Talent Club*. Variety series will present aspiring New England talent.

Shouse Chief Executive Of Crosley Division

JAMES D. SHOUSE, Avco senior vice president and chairman of Crosley Broadcasting Corp., becomes chief executive official of all Crosley Division operations including radio, TV and appliance activities, according to Friday announcement by Victor Emanuel, Avco board chairman-president, and Thomas E. Wood, board chairman of Aluminum Industries Inc.

John W. Craig, vice president of Avco and general manager of Crosley Division since 1948, has resigned those positions to become chief executive official of Aluminum Industries.

Mr. Shouse, also Avco director and member of executive committee, will supervise division plants in Cincinnati area as well as Nashville; Richmond, Ind.; Batavia, Ill., and Carrollton, Ky. He continues as chairman of Crosley Broadcasting Corp. (WLWT [TV] Cincinnati; WLWD [TV] Dayton; WLWC [TV] Columbus; WLWA [TV] Atlanta; WLW Cincinnati; WINS New York).

Nielsen Ratings

CBS RADIO's Jack Benny show topped evening, once-a-week category in A. C. Nielsen Co.'s national ratings for week of March 15-21, on basis of 5,863,000 homes reached. Weekday programs topped by Arthur Godfrey for Nabisco and Liggett & Myers, with 3,536,000 and 3,401,000 homes reached.

William J. Moser Killed

WILLIAM J. (Mike) MOSER, 37, creator-producer of ABC-AM-TV *Space Patrol*, and Toni Slott, 32, his secretary, were killed early Friday when struck by auto in Hollywood. They were leaving cerebral palsy campaign meeting, of which Mr. Moser was honorary chairman. Surviving Mr. Moser is his wife, Helen.

NO AFM OBJECTIONS

AMERICAN Federation of Musicians (AFL) announced Friday it "would interpose no objection to distribution of TV films containing music of the Coronation [of Queen Elizabeth] within U. S. and Canada." James C. Petrillo, AFM president, said he had written British musicians union that cooperation was extended out of deference to Queen Elizabeth II and "to aid in furtherance of international good will."

PEOPLE

JOHN MacVANE, well-known commentator-reporter, signed as member of ABC news staff starting June 15, network announced Friday. He will replace Pauline Frederick—who's moving to NBC (see separate story, this page), —in handling nation-wide news commentary program heard 8:45-55 p.m. Mon.-Fri.; will be heard Sat., 7:15-7:30 p.m., and also will be available for TV news assignments, plus regular appearances on ABC-TV's *All-Star News* (Sun., 8-9 p.m.).

CLYDE McDANNALD Jr., account executive, Harry B. Cohen Adv., N. Y., to American Safety Razor Co. as media manager.

JAMES E. ANDERSON, former salesman with WGN Chicago and *Chicago Tribune*, and **GEORGE B. ANDERSON,** with W. Biggie Levin Radio-TV production firm past nine years, have opened their own radio and television agency at 53 W. Jackson Blvd., Chicago.

HENRY C. BONFIG, vice president of Zenith Radio Corp., Chicago, will address Chicago Federated Advertising Club luncheon Thursday on rising TV advertising costs.

WINFIELD HOSKINS, formerly with Biow Co., N. Y., appointed television copy supervisor at Needham, Louis & Brorby, Chicago. In newly-created position, he will supervise creative copy production of TV commercials for network shows of agency.

F. CARLETON McVARISH, manager of audience promotion for Mutual for seven years, appointed to newly-created post of director of audience promotion and merchandising. He joined MBS after 14 years with Yankee Network where he was director of merchandising and research.

RCA Tube Dept. Exhibit In Renaissance Room

LARGE exhibits of RCA Tube Dept. products will be on display in Renaissance Room of Biltmore Hotel, Los Angeles. Department was not included in NARTB's official convention exhibitor list made available in advance (see list page 84).

Products on display will include over 75 types of tubes used in broadcast and industrial applications, including TV camera, power cathode ray, rectifier, photo tubes, Ignitrons, Thyratrons, and special types.

At the exhibit will be H. C. Vance, manager, Industrial Tube Sales; R. E. Johnson, broadcast tube specialist; C. A. Brokaw, Los Angeles district sales manager; J. E. Kelley, Boston district sales manager; G. R. Vance, Seattle sales representative; W. L. Lessing, Los Angeles sales representative; R. W. Frisbee, San Francisco sales representative; E. W. Mann, Los Angeles sales representative.

Frederick, Harsch to NBC

APPOINTMENTS of radio commentators Pauline Frederick and Joseph C. Harsch to NBC's news staff will be announced today (Monday) by William R. MacAndrew, manager of news and special events, who also reported NBC newscaster Clifton Utley will take over additional 10:30-10:35 p.m. EDT network news program, Monday-Friday, effective May 4. Miss Frederick, currently ABC news commentator, will join NBC radio on June 15 with Mon.-Fri. 1:30-1:45 EDT *Home Edition of News* show. Mr. Harsch, *Christian Science Monitor* Washington correspondent, already has launched special Saturday night commentary, 11:15-11:30 p.m. EDT.

★ GROWING WITH SOUTHERN CALIFORNIA

During 1952, the eight counties covered (.5MV) by KMPC added 171,358 buyers to this already wealthy, fast-growing market! And more and more advertisers are using KMPC to really *cover* Southern California. It's the *one-station network!* Write or call for availabilities now. Represented nationally by H-R Representatives, Inc.

50,000 Watts Days
10,000 Watts Nights
THE ONE-STATION NETWORK
★
KMPC

★ RADIO... AMERICA'S GREATEST ADVERTISING MEDIUM

index

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies	46	Film	58	Open Mike	19
At Deadline	5	For the Record	144	Our Respects	26
Closed Circuit	9	Government	66	People	128
Editorial	162	In Review	16	Programs & Promotion	126
Education	82	Lead Story	35	Program Services	60
Facts & Figures	53	Manufacturing	82	Stations	78
Feature Section	99	Networks	78	Trade Associations	60
		On All Accounts	30		

Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assistant Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Bob Ginsburg, Harold Hopkins, Harriet Sinrod, Keith Trantow, Don West. *Editorial Assistants:* Evelyn Boore, Anna Campbell, Kathryn Ann Fisher, Joan Sheehan; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS

Maury Long, *Business Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Kelly, Shirley Harb; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor* and *Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Betty Jacobs, Loel Millar, Joel H. Johnston, Harold Flynn.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

XUM

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

AGAIN! Another Smashing

MONEY-MAKING 1ST

from WORLD!

"YOU"

A WORLD FUN AND PRIZE

Featuring

★ FAMOUS STARS

★ VALUABLE MERCHANDISE PRIZES

★ EXCITING ENT

★ A POPULAR LOCAL PERSONALITY

★ FINE MUSIC

DAVID ROSE

LYN MURRAY

CARMEN DRAGON

DICK HAYMES

MIMI BENZELL

RAY BLOCH

ROBERT MONTGOMERY

THREE SUNS

SUSAN REED

CARMEN CAVALLARO

PLUS A STAR-STUDDED SHOW CASE OF WORLD ARTISTS

...SELLS AND SELLS FOR RADIO . . . AND WORLD'S MANY ... RADIO FEATURES WILL SELL FOR YOUR STATION!

...NAMIC NEW TELEPHONE ...IZ PROGRAM...

YOU WIN!!

10 FUN-PACKED APPEALING GAMES!

1. KNOW YOUR WORLD
2. HOLLYWOOD HOOPLA
3. LET'S GO SOMEPLACE
4. WHOOZIT-WHATZIT
5. LOVE STUFF
6. BONUS TIME
7. SPORTS STUFF
8. CONCERT CORNER
9. MUSICAL TELEPATHY
10. OUT OF THE HAT

...UN ...PRS

...NMENT

ANOTHER PRIZE-WINNER FREE TO WORLD-AFFILIATES!

...ons hit the jackpot as World sets ...her precedent in local programming ...aking available this clever, original ... audience-compelling quiz show. ...U WIN!" is packed with appeal for ...ertisers and audiences alike . . . just ...rt of the steady flow of spectacular ...ey-making ideas sent to World-...iates month after month.

You owe it to your station to find out more about World's top-quality, big-name programming and diversified advertising ideas. Write, wire or phone today for more information on World . . . the Service that means more profitable operation for World-Affiliate stations from coast to coast!

...DY HOWARD

MONICA LEWIS

CASS COUNTY BOYS

HELEN FORREST

TINY HILL

Visit World's N.A.R.T.B. Convention Exhibit . . .

Rooms 2362-2215, Biltmore Hotel, Los Angeles

WORLD

The Only All-Purpose LOCAL SALES SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
An Affiliate of The Frederic W. Ziv Company

CINCINNATI HOLLYWOOD

XUM

SPECTACULAR!

HERE'S ANOTHER WDSU "EXTRA" PROMOTING ITS PROGRAMS EVERY DAY... ALL YEAR 'ROUND!

Yes . . . spectacular *is* the word for this newest WDSU promotion "extra". Each day over 100,000 New Orleanians pass this gigantic, illuminated eye-stopper located at one of the city's busiest intersections. And to add further effectiveness to its impact . . . a new WDSU show is featured every month, giving a continuously changing panorama to viewers. This is further proof that at WDSU, promotion is a year 'round job.

● Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS
NBC

IN REVIEW

ABC ALBUM

ABC-TV, Sunday, 7:30-8 p.m. EST, 4-19-53.
Director: Sir Cedric Hardwicke.
Executive Producer: Herbert Brodkin.
Produced by ABC in association with Richard H. Gordon Jr. and Jay Garon, Brooke, Schultz Assoc.
Designer: Bob Bright.
Music: Glenn Osser.
Story: "Mr. Glencannon Takes All."
Based on *Saturday Evening Post* story by Guy Gilpatrick.
Adapted for television by Alvin Sapinsley.
Cast: Robert Newton, Melville Cooper, Myron McCormick, Bibi Osterwald, Cliff Hall, Henry Lascoe, Mercer McLeod, Phil Coolidge.

CHAPTER II of the *ABC Album*, a new weekly, half-hour show first seen three weeks ago on ABC-TV, was telecast April 19. The network's newest and much-publicized dramatic undertaking was described in some introductory comments as a series designed to bring the viewer the best in drama, comedy and mystery. The "best" was altogether possible after a look at the roster of talent engaged by ABC. But the play offered April 19 fell short of the eulogy that preceded it in spite of the pains that were probably taken with its production.

"Mr. Glencannon Takes All," an adaptation of a magazine story and the series' second show, was billed as a comedy. Not too many minutes passed before it was clear that the comedy label had been only figurative.

The plot traced some escapades of a Mr. Glencannon, an outspoken sea-going gambler whose tactlessness lost and, through a series of supposedly comic incidents, ultimately regained a fat contract for the shipping firm which employed him. As the unpredictable Mr. Glencannon, Robert Newton did his level best. He had a fine supporting cast. The show was under direction of Sir Cedric Hardwicke, a gentleman with a lengthy and varied theatre background.

Not Enough Time

But the director and his cast were limited by a script that ambitiously set out to cover more ground than the clock would permit. Since the play was largely a character study of the lead role, a successful production hinged on Mr. Newton's ability to fully develop his interpretation. Mr. Glencannon's comic quality unfortunately was lost in a rush-rush attempt to get the story told in 30 minutes. There wasn't time for anything else.

Adaptations of detailed dramatic or narrative works are a risky business when the story must be cut to fit a half-hour format. Quality scripts written especially for TV production of this type might be few and far between but it would pay ABC to send out a search party to track them down. The series, which will continue to present the tops in the acting profession, seems to have everything else.

* * *

THE NATION'S BUSINESS

Transcribed quarter-hour on 17 stations.
Sponsor: Fairbanks-Morse Co.
Agency: The Buchen Co.
Writer: John Cole, The Buchen Co., Chicago, in collaboration with editors of *Nation's Business*.
Producer and Director: Robert Long, The Buchen Co.

BUSINESS problems and current events, as they affect the world in general and the United

States in particular, got an aural going-over on the initial broadcast of a new program series heard last Monday and Tuesday nights on thirteen and four stations, respectively. The transcribed quarter hour news analysis titled *The Nation's Business* has attracted the sponsorship of Fairbanks-Morse Co., Chicago industrial manufacturing firm. Eventually the show will be aired in some 40 markets.

Magazine Is Source

Source material for the series is being supplied by *Nation's Business*, a U. S. Chamber of Commerce publication whose guiding principle seems to be that a business-conscious and well informed public is a healthy thing for all enterprise. Any resemblance between the magazine and radio program of the same name is purely intentional.

The tone of the first broadcast reflected the *March-of-Time* influence both in narration and presentation. The script was keyed to show how today's developments—tax legislation, communist infiltration in our school system, social security extension and such matters—will affect America's tomorrow. A straight question-answer format was used to supply facts (not answers, it was pointed out) on which Mr. Citizen can base his own conclusions. There was a tendency in this first broadcast to place emphasis on minor points. A better production might have been forthcoming if important facts were not bogged down in considerable and superfluous detail. In this respect no apparent attempt was made to bridge the gap between the written and spoken word.

Rewrite for Radio

In content, the magazine is making the most of its new sounding-board. The *Nation's Business* (radio version) showed little evidence of tailoring the editorial matter found in *Nation's Business* (magazine, that is) to fit the radio medium. Here was a verbatim presentation of last week's issue. Some radio-wise soul thought of using the voice montage technique in the show's production. This added some vocal variety to what otherwise would have been a dry quarter hour.

* * *

BOOKS

THE PEOPLE'S RIGHT TO KNOW by Harold L. Cross. Columbia U. Press, 2960 Broadway, New York 27, N. Y. 405 pp. $5.50.

CHAIRMAN of the American Society of Newspaper Editors' Freedom of Information Committee, James S. Pope (*Louisville* (Ky.) *Courier-Journal* and *Times*, and WHAS-AM-TV), and his committee directed Harold Cross, a 40-year veteran of newspaper law, to make a study of freedom of information in this country. Dr. Cross' findings, released during the ASNE convention [B•T, April 20], are primarily directed toward newspapermen, but in many areas are applicable to broadcasters and telecasters as well. The report opens with a general background, including the sources of our laws, a short history of public record keeping and its accessibility, and necessary definitions. He next discusses virtually every phase of inspection of non-judicial state and municipal records, then state judicial records. Three other major topics consider the accessibility of judicial proceedings, access to state and municipal legislative and administrative proceedings, and federal non-judicial records and proceedings. Dr. Cross blames the press for some of the secrecy in government, and states that part of the trouble can be attributed to a tendency on the part of the press to let adverse trends go unchallenged. Dr. Cross' crisp, clear writing and extremely well-documented study embodies the best traditions of good journalism.

AKRON'S **TOP** STATION

WAKR

TOWERS OVER AKRON

COMING!
WAKR-TV
Akron's FIRST TV Station
ch. 49

© 1949. SUMMIT RADIO CORPORATION

5000 WATTS ● ABC ● Represented by WEED & CO.

Don't miss the RCA Exhibit!

- *See RCA's famous 1-kw UHF installation—similar to the 13 RCA-equipped UHF stations now "on-air"*
- *See the one and only 10-kw transmitter for VHF*
- *See RCA's complete TV station layouts in miniature—for UHF and VHF*
- *See RCA's comprehensive line of AM transmitters*
- *See RCA's new audio equipment*

The place: Renaissance Room,
Biltmore Hotel, Los Angeles

OPEN MIKE

Welcome Mat

EDITOR:

It is with pleasure that I join in welcoming the members of the National Assn. of Radio and Television Broadcasters to our state for their annual convention.

We in California are proud of the leading position of our state in radio and television, and I am sure that those attending this meeting will find much of interest. I hope that those coming here from other parts of the country will have a most enjoyable visit.

I send my best wishes for the success of the convention.

[Governor] Earl Warren
Sacramento, California

EDITOR:

It is indeed an honor and a privilege to welcome the National Assn. of Radio and Television Broadcasters which once again has chosen Los Angeles for its convention, the 1953 Gold Rush, opening April 27.

Los Angeles, the largest and fastest growing city in the West, is proud of its position today as the national focal point of airborne communications. In view of this, it is particularly fitting that the association should hold its 31st annual session here, for from this area today there emanates an expanding variety of programs of entertainment and instruction which are beamed to homes throughout our land and to remote foreign countries.

And particular credit is due the twin industries of radio-television, dealing as they do in the communication of ideas, that such programs are so free from expressions inimical to our democratic form of government and to our cherished ideals and traditions as a free people.

So it gives me pleasure, as mayor of the City of Los Angeles, to extend a hearty welcome to the association members, and to congratulate B•T on its special edition dedicated to the 31st annual convention of the NARTB. Your publication, now entering its 23rd year, has grown with the expansion of radio-television, continuing its outstanding position among trade publications.

[Mayor] Fletcher Bowron
Los Angeles

Split Run?

EDITOR:

Perhaps your readers would be interested in thinking about and discussing a new idea in the use of network broadcasting . . .

Here is how "split run" broadcasting or telecasting would work: The network would be split into two sections. There would be two advertisers for each program. They would alternate their commercials on each of the two sectional networks.

On television, the policy is towards bi-weekly sponsorship. This means the advertiser must wait two weeks to reach any of his market. This new plan would allow him to influence half of his market each week.

This plan would help solve the problem of the national advertiser with a limited budget who needs frequency in his advertising. His results would not "peak" every two weeks but would be available in part of the market each week.

Strip shows could also be used on a "split run" basis. Up to five accounts could cooperate. . . . Advertisers would continue to buy entire programs rather than merely participations on a show.

It would be interesting to read what your

In Which Algy writes to . . .

Miss Mary Dunlavey
Radio-TV Media Director
Harry B. Cohen Inc.
New York City

Dere Mary:

Time was when folks used to mix up Charleston, W.Va. with you-know-where. Now we got an American Assn. baseball club which gits us national publicity so the man in th' street know where we are. Of course, you folks in the big city who do radio buyin' hev knowed fer some time about Charleston and WCHS with 5,000 on 580 rite here in the coal and chemicul center of th' world. Effen you'll pardon th' pun, there ain't no four-way race fer tops in this state....WCHS has more W.Va. listenurs then any othur station. Pls. give my best to Lydia th' next time you see her.

Yrs.,

Algy

WCHS

580 KC

5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

A great

RESPONSIBILITY

has been placed in our hands

1st IN PUBLIC SERVICE TO MEMPHIS AND MID-SOUTH

Before you can sell a market of people . . . . you must have their trust and confidence.

WMC's privilege of broadcasting, since its inception in 1923, has always been regarded as a great responsibility to its listeners.

More than thirty years of outstanding public service has built for WMC an audience of unfailing loyalty . . . has created a prestige that is unparalleled for any other station in Memphis and the Mid-South.

WMC

MEMPHIS

NBC—5,000 WATTS—790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

other readers thought about this new concept of "Split Run" advertising.

Allen P. Solada, Sales Director
WHGB Harrisburg, Pa.

Hirsute Harmon

EDITOR:

Thought you'd be interested in the enclosed picture that I took while down in Durham, N. C. They were having their Centennial and

I took the picture of Harmon Duncan, president of WTIK. They all had to join the "Bushwhackers" or buy a shaving permit at $2 per week.

Barry Keit
Headley-Reed Co.
New York

Both Are Radio

EDITOR:

B•T issue of April 13 just followed me down here to Daytona Beach (yes, Mr. Hollingsworth, an FM station operator *can* take a vacation) and I couldn't help commenting on Mr. Hollingsworth's letter in OPEN MIKE.

FM has long since passed the "it's somebody else's fault" stage. It is a sound business with specialized *and* general audience appeal. Any one in FM now (and believe it or not, Mr. Hollingsworth, people are going into FM every week) is in because he wants to be, not because he is trying to pioneer or prove himself right.

Forget about the hi-fidelity if you want, but it would be quite a shock to many AM station managers to attempt to listen to their own stations in the suburbs at night. If an FM affiliate in a 30% FM area can get five times as much area and population coverage as the AM, which is often the case, the AM-FM had better shine up that FM transmitter and treat it with the respect it deserves.

No, Mr. Hollingsworth, I am too busy running a successful FM business to argue AM vs FM; they are both *radio* so let's stop bickering and start promoting *radio*, AM *and* FM.

Edward A. Wheeler
President
WEAW-FM Evanston, Ill.

Dissent from Dissenter

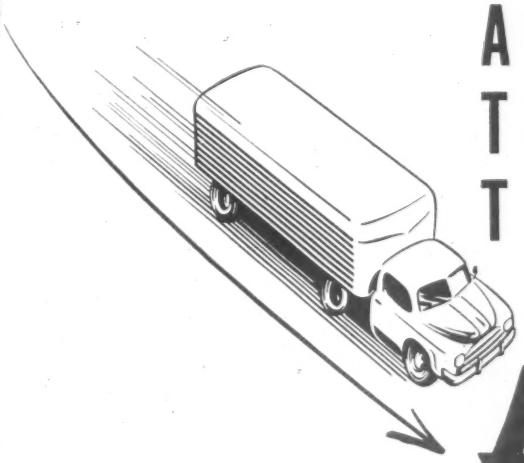
EDITOR:

Have watched with ironic amusement, the long record of dissents by Comr. Freida Hennock through the years. When the discussion of cancellation of educational TV reservations comes up sometime in the near future, we shall undoubtedly see another glorious dissent on

Standard Electronics Corporation

delivers

ANOTHER
TELEVISION
TRANSMITTER



AHEAD

of schedule

MORE POWER
to **WAFM-TV**
CHANNEL 13
Birmingham, Alabama

VISIT OUR EXHIBIT
AT THE
NARTB CONVENTION
LOS ANGELES

Standard Electronics Corporation

A SUBSIDIARY OF CLAUDE NEON, INC.
285-289 EMMETT STREET • NEWARK 5, N. J.

STANDARD SE ELECTRONICS

What every producer should know

There's no music like Capitol's "Q" MUSIC

Come up and see me
Delegates to NARTB Convention cordially invited to Rooms 2341 and 2344, Biltmore Hotel. Complete information on Capitol Transcription Library and Capitol "Q" Music . . . Refreshments . . . Audition Facilities "At Your Service."

NEW! ORIGINAL! And just what you want—where, how and when you want it! Newly-composed music, with recording and performance rights FREE to subscribers! You'll find music created for every scoring need... written, arranged and played by fine artists, and orchestrated as you'd order it yourself!

If you're running a radio or TV station... making films for TV, industrial, religious or educational use... you need Capitol's "Q" Series Production Music Library. Once you've used it, you'll agree—there's no music like Capitol's "Q" Music.

- 900 separate tracks... actually a total of more than 12 hours of modulation time... superbly recorded on 12" vinylite disks.
- Music of all kinds—in 10 basic categories: Light-humorous... news-documentary... mystery-dramatic... romantic-neutral... metropolitan-mechanical... fantasy-children... western... religious... foreign... dance.
- Everything you need—bridges, tags, openings, closes, production themes, fanfares, special effects, TV station breaks, mood music of all kinds—and all new and original! Not a public domain piece in the entire library!

Complete with a new type of catalog to put everything at your fingertips. Cross referenced three ways so you can score in seconds:

- BY MUSICAL CATEGORY
- BY FUNCTION
- BY LIBRARY NUMBER

ONLY A LIMITED NUMBER OF THESE LIBRARIES ARE AVAILABLE SO DON'T WAIT! WRITE... WIRE... OR SEND THE COUPON FOR FULL DETAILS AND A DEMONSTRATION RECORD.

XUM

What every station manager should know

There's no sales punch like Capitol's SONOVOX

AND CAPITOL BRINGS YOU this sensational new sales maker EXCLUSIVELY — in conjunction with its all new Flexible-Format Transcription Library! Never before have you been able to offer agencies and advertisers this supercolossal attention getter which turns ordinary live commercials into piles of profits!

You'll find Capitol's Transcription Library with Sonovox makes spots practically sell themselves — yes, even the ones you couldn't give away! And instead of time on your hands, you should have a long waiting list of eager sponsors, itching to keep every broadcast second jam full of paid announcements.

All This in One Plentiful Package:

- SONOVOX "talking" Westminster chimes — the most unusual time breaks in the industry — every hour and half-hour through the day!
- SONOVOX "attention getter" announcements — 26 tracks from A to Z, with *general* Sonovox sound and voice spots adaptable for any and every kind of product or sponsor! And more to come!

And it's ALL YOURS — when you order Capitol's Transcription Library — the finest, most complete, most useful Transcription Library money can buy! 330 disks — including 20 script shows! New releases every month, including special Shows of the Month. *Top quality*, featuring *top artists* and *top music!* A new catalog, cross indexed *3 ways* so you can find anything — in seconds! Steel storage cabinets! Program formats!

Remember! Only Capitol can offer you a Transcription Library and Sonovox! Just a limited number of these libraries are available . . . so if you don't get to the convention, we suggest you . . .

WRITE • WIRE • PHONE
Or use *this coupon — today!*

By return mail, you will receive complete details of Capitol's new Flexible-Format Transcription Library, special sound effects AND Sonovox!

Capitol Records Distributing Corp.
Broadcast Sales Division
5515 Melrose Ave., Hollywood 38, California

Please send full information on "Q" Music and/or Capitol Transcriptions with Sonovox, as checked:

☐ **"Q" MUSIC** ☐ **ET WITH SONOVOX**

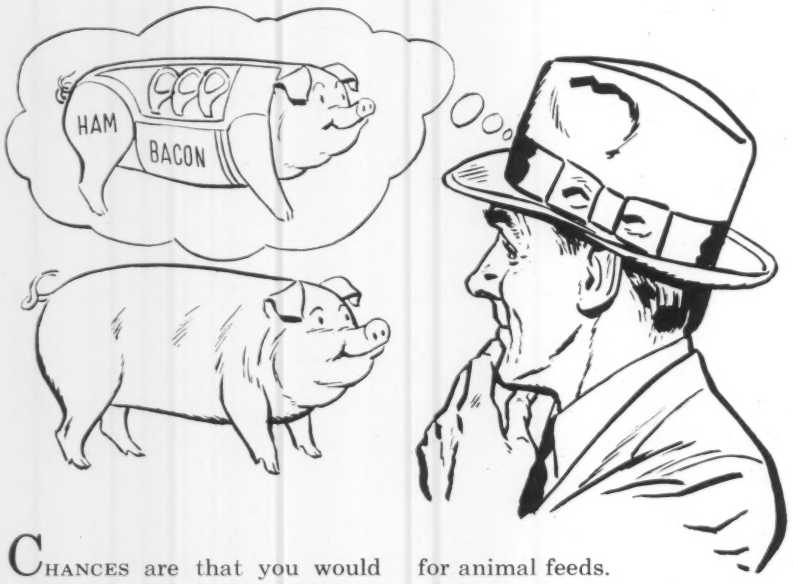
STATION
OR COMPANY_____

ADDRESS_____

CITY_____ STATE_____

BY_____ TITLE_____

Would you save money on pork if you bought a WHOLE PIG?



CHANCES are that you would come out short on the deal. Here's why:

From a 240-pound porker you would get about 100 pounds of the more popular cuts:

(29 lbs. ham, 27 lbs. bacon, 10 lbs. pork chops, 18 lbs. pork roast, 11 lbs. smoked picnic and butts, 8 lbs. pork sausage.)

You'd get about 20 pounds of cuts you buy infrequently, if at all—such as tail, feet, neckbones, spareribs and salt pork.

You'd get a whopping big pailful of lard—35 pounds of it—which you could buy at the store for less per pound than the hog cost per pound.

The remainder—a full 90 pounds—would be waste—of absolutely no use to you. But to the meat packer it is the source of many valuable by-products—from glands for medicines to bone meal for animal feeds.

The money he gets from these by-products helps to cover the costs of turning the pig into pork, converting it into store-size cuts, smoking hams and bacon (expenses *you'd* have to *add* to the price of the pig).

Does that help you understand the meaning of the saying that "the meat industry doesn't make money, it *saves* it?"

Did you know

. . . pigs come into a packing plant in "one piece" . . . they leave in as many as 80 different pork products . . . that when you speak of the "meat packing industry" you mean *4,000 different companies* . . . that through their competition, efficient modern methods and full utilization of by-products, your meat is marketed at a *lower service cost* between farm and table than almost any other food?

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

the part of Comr. Hennock.

It seems to me that if all she has to do is go around dissenting and burning holes in the industry with her educational "torch," it's no wonder that President Eisenhower is looking around for someone to re-place her.

Donald W. Lloyd
Syracuse U.
Radio-TV Center
Syracuse, N. Y.

Another Curtain Call

EDITOR:

. . . I have pulled the entire "ABC's of Radio and Television" out of the March 30 issue for a special evening of reading at home. I think the caption which begins, "Even the most experienced radio and television executives would find it hard . . ." is a very fair statement, and I for one am looking forward to this piece as much as anything I have seen published for a long time.

John H. Heiney
Ford Motor Co.
Dearborn, Mich.

EDITOR:

My congratulations to BROADCASTING • TELECASTING for its "ABC's of Radio and Television."

You know how many times I get caught going around making speeches. This is one of the best factual reports that I have seen, and I congratulate you on your being willing to devote that much space of an already crowded issue to bring the information to the industry.

Robert T. Mason
Pres. & Gnl. Mgr.
WMRN Marion, Ohio

Long Way from St. Louis

EDITOR:

Texas is a big state but does not yet reach St. Louis. Thanks for the publicity, but KTSM-TV is not in St. Louis as reported in . . . the April 13 issue of BROADCASTING • TELECASTING . . .

Karl O. Wyler, President
KTSM El Paso, Texas

[EDITOR'S NOTE: KTSM-TV, which is scheduled to go on the air Sept. 15, is herewith restored to El Paso.]

Wage Scales

EDITOR:

Page 48 of your April 6 issue carried an article captioned "Doherty Warns TV Men of Personnel Scarcity." With due respect to the NARTB vice-president, I would inform him of a vast reservoir of trained men that exists. A group, a large percentage of whom are World War II veterans, have been professionally trained under the GI Bill in all phases of TV broadcasting.

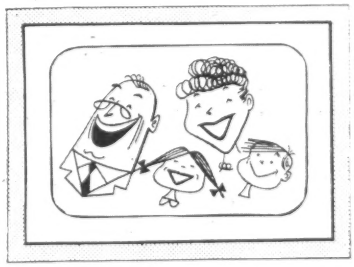
Mr. Doherty stated to the Florida television applicants the difficulties of acquiring trained personnel at a reasonable wage scale. I wish to say that after one has invested his time and money in education, has out-freezed the freeze and can demonstrate his abilities, he is commanding of a livable wage. It has been my experience having received many queries from the smaller TV applicants in how little will I do it for rather than how much can I do. One offer of $35 weekly as a projectionist is, I believe, $1 more per week than a Western Union messenger receives.

William Reis
Brooklyn, N. Y.

ROYAL PLAYHOUSE (Fireside Theatre)—Highest rated dramatic film program in its first run as "Fireside Theatre." 52 outstanding half-hours.

HEART OF THE CITY (Big Town)—52 half-hours that scored smashing successes for Lever Brothers as "Big Town."

DOUBLE PLAY (With Durocher and Day)—Baseball's "Royal Family" presents guests from the Sports World's "Who's Who". 39 quarter-hours.



NEW HANK McCUNE SHOW—TV's first half-hour situation comedy show for syndication. A riot of fun and laughs.

OLD AMERICAN BARN DANCE—Twenty-six half-hours starring famous National Dance entertainers . . . Pee Wee King, Tennessee Ernie, others.

THE CHIMPS—A unique quarter-hour series starring "Bonzo". Each film a mystery satire played by chimps. Produced by Bing Crosby Enterprises.

LOOK TO UTP...FOR TV THAT COMBINES

Showmanship and Salesmanship

DICK TRACY—39 exciting half-hours featuring America's No. 1 detective. Big ratings and big results everywhere it's shown!

COUNTERPOINT (Rebound)—Bing Crosby Enterprises' series of 26 dramatic half-hour suspense shows. A national award winner.

HOLLYWOOD OFF-BEAT—Action-packed half-hour series starring Melvyn Douglas as a sophisticated sleuth.

ENCHANTED MUSIC—13 brilliant half-hours featuring ballet, symphony and opera. Ideal for prestige advertiser.

STUDIO TELESCRIPTION LIBRARY—Featuring Peggy Lee, June Valli, King Cole trio. Mel Torme and 150 other stars in a library of all-time favorites.

UNITED TELEVISION PROGRAMS Inc.

New York
444 Madison Avenue — PL 3-4620

Chicago
360 North Michigan — CE 6-0041

Hollywood
650 North Bronson Avenue

See us at the NARTB Convention, April 28,
Room 2100, Biltmore Hotel, Los Angeles

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.

WSJS

1/5th* of all Automobiles Sold in North Carolina ARE SOLD IN WINSTON-SALEM'S

WSJS

15-COUNTY MARKET

*$104,500,000

S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

our respects

to ROBERT HECTOR O'BRIEN

WHEN Bob O'Brien left Montana to enter college in Wisconsin back in 1923, he told folks he was "going East to school."

Bob O'Brien has come a long way since then, geographically and professionally. Today he is a key figure in the topmost councils of ABC, which he serves as executive vice president, and of ABC's parent company, American Broadcasting-Paramount Theatres Inc., of which he is financial vice president-secretary. Robert E. Kintner, president of ABC, has described his functions as "having overall supervision of all that is here."

As indicated by Mr. Kintner's description, Mr. O'Brien is an important part of the "new blood" with which radio and television broadcasting was infused through the merger of ABC and United Paramount Theatres last February. He is an articulate and forceful advocate of both of the broadcast media.

"It's become a cliche to say that television is the greatest medium of advertising that ever existed," he observes. "But there's no better way to say it."

His confidence in radio is expressed equally concisely:

"There is one statistic that is pretty conclusive, and that is the number of radio sets. People are not using these sets as coffee grinders."

Being a financial expert as well as an administrator and a lawyer, Mr. O'Brien might be thought to have some ideas about the perennial subject of radio and television rates. He has.

He is well aware of the rumblings among big advertisers who contend that television costs are getting stratospheric, and he feels that TV's overall pricing—despite its relative inexpensiveness when broken down to a cost-per-thousand basis—is a thing that must be watched by seller as well as buyer. He does not feel that rates are apt to go down, but that, rather, the ingenuity of TV broadcasters and of advertisers will succeed in devising new, less expensive, and equally or even more effective ways of using TV.

Radio, he contends with conviction, is the most substantially underrated of all advertising media. Aside from, or perhaps because of, its vastness (105 million sets), he feels that radio has now become the "personal" medium for the public.

"When a reliable way of measuring radio's total audience is found—and it will be—then radio's problems will be over," he asserts with confidence.

Robert Hector O'Brien, now 48, was born in Helena, Mont., Sept. 15, 1904, the son of Joseph and Margaret O'Brien. His father was connected with the mining business, a field which attracted young Bob briefly some years later.

After attending grade schools in Elkhorn and Helena, and being graduated at Butte—the mining business is not necessarily a stationary one—he went to Beloit (Wis.) College and then "came East" to the U. of Chicago. Between attendance at Beloit and Chicago he entered his mining interlude, working for about three years in the geological and mining engineering departments of Anaconda Copper Mining Co. before entering the U. of Chicago Law School.

He received his degree from the Chicago Law School in December 1932, got his license to practice in Illinois, did so in Chicago for a few months with the firm of Chapman & Cutler, and then proceeded to Washington to begin his government service.

Mr. O'Brien served first with the Public Works Administration's Legal Division, starting in 1933. The following November he moved over to the Securities & Exchange Commission. Leaving the agency briefly in 1936, he returned to Chicago to practice law, but in 1937 he was back at the SEC.

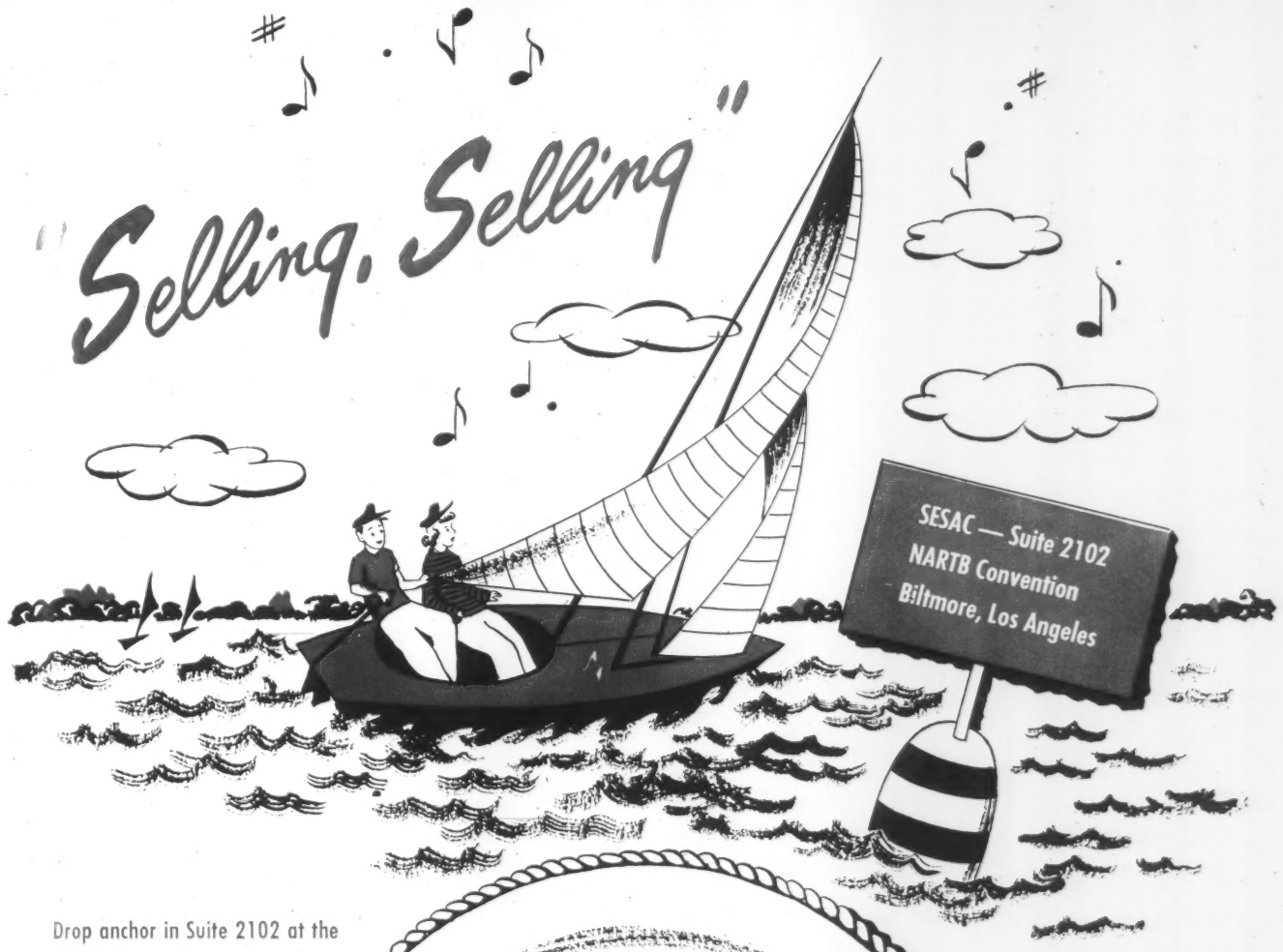
This tenure saw him rise from member of the legal staff to member of the commission in a five-year span.

He was a SEC commissioner until January 1945, when he left to become assistant to the president of Paramount Pictures. There his executive ability earned him promotion to secretary of the film company a year after he joined. When United Paramount Theatres was formed as a separate company on Jan. 1, 1950, he was named secretary-treasurer of the new organization and also was put in charge of its radio-TV operations, which consisted of WBKB (TV) Chicago, half interest in WSMB New Orleans, and theatre TV development.

Mr. O'Brien was married to Ellen Ford of his native Montana, Aug. 27, 1938, and they have one child, Jo Ellen, who will be 14 in July. They live at Scarsdale, N. Y.

An outdoors enthusiast, the ABC-AB-PT executive is especially fond of trout-fishing the streams of Montana, but finds it impossible to get back there often. He also likes golf, but, again, finds little time for it. On the less strenuous side—physically, that is—he is addicted to reading over books on mathematics in his out-of-office hours.

Mr. O'Brien is a member of the Larchmont Shore Club. He is also a member of the Alumni Advisory Council of the U. of Chicago and is on the Advisory Council of Commerce of the U. of Notre Dame.



Drop anchor in Suite 2102 at the NARTB Convention to see and hear the transcribed library that keeps "Selling, Selling" time for subscribers.

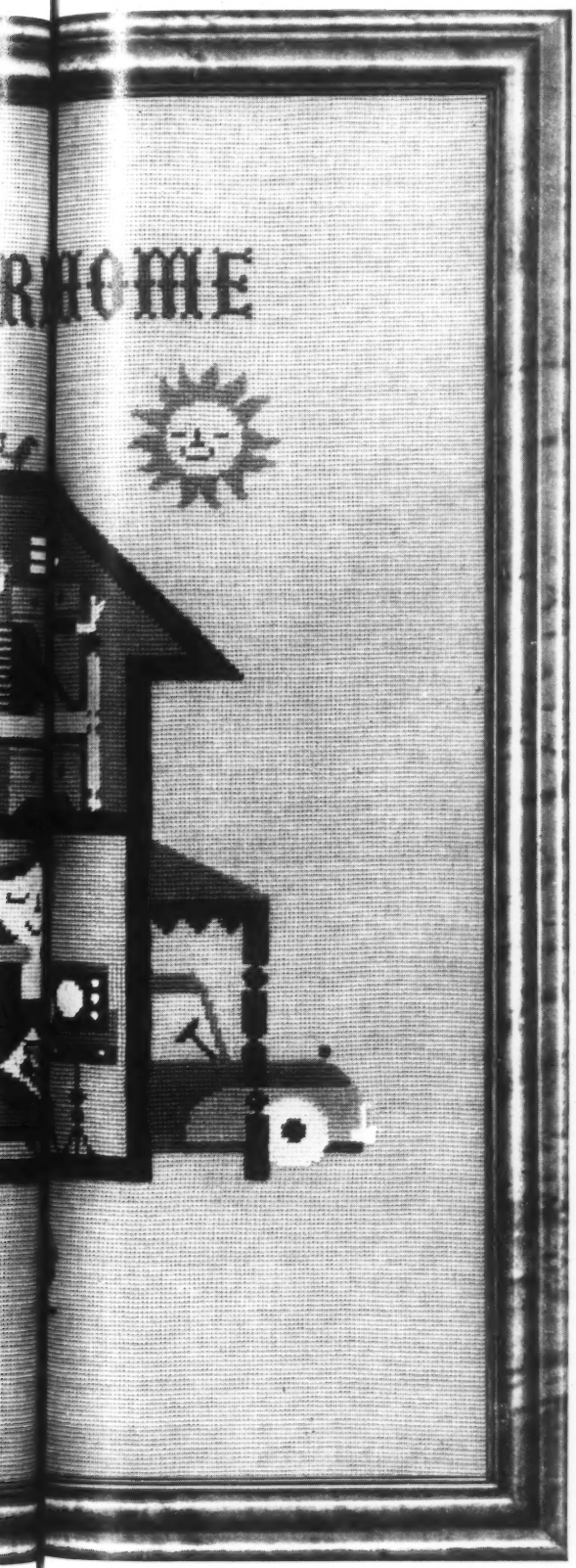
The Lowest-Priced Complete Program Service

- Sales Aids that Sell Time for You
- Network-quality Scripts
- Program Notes
- Bridges, Moods and Themes
- Music for Every Type of Program and Sponsor

Drop SESAC A Card for Samples, Discs and Data

SESAC Transcribed Library 475 Fifth Avenue • New York 17, N. Y.

GOD BLESS OUR ENTIR
AM · 1953 · FM



Samplers of buckram and wool used to hang around the parlor.

Samplers of radio audiences also used to hang around the parlor—but like good statisticians, they too are changing with the times, because...

Of the 100 million new radios America has bought in just the last seven years, three times as many sets are now outside the living room as in it.

Some 20 million, for example, are now in bedrooms. 14 million in kitchens. And close to 25 million in that home-away-from-home, the family car. No other medium reaches out to so many people—no matter who they are, where they are, or what they're doing.

And even though listening to these 59 million "extra" sets has yet to be fully figured in, radio's cost-per-thousand still comes out the lowest of any media. So for any advertiser, the additional coverage—on the road and in the home—is gravy.

Everywhere there's radio. And most of it is CBS Radio.

CBS Radio is the only network ever to have all of the most popular programs, day and night. And because CBS Radio programs go into more homes (and get more hours of attention in both television and non-television areas) CBS Radio advertisers reach prospects at a cost-per-thousand rate that's 16% lower than on any other network.

If you're building your product a bigger home, shape your plans around the network *where America listens most*...

CBS RADIO NETWORK

XUM

Landmarks in history . . and . .

landslides in sales

The Nation's Capital is famous for both.

If you're looking for landmarks, try the Jefferson Memorial . . . if you're looking for a landslide in sales, buy "Midday Comics" with Eddie McIntyre on WNBW television . . . participations on this kid-appeal program will help you reach the Washington metropolitan area youngsters and their parents who annually spend $813.51 per household in grocery stores.

WNBW

NBC in Washington

CHANNEL 4

Represented by NBC Spot Sales

James John McCaffrey

on all accounts

AS somehow befits a modern young man who has been jetted into a vice presidency while scarcely into his thirties, James John McCaffrey, vice president and director of media for Hewitt, Ogilvy, Benson & Mather, New York, first conquered space before tangling successfully with time.

Born in New York on May 15, 1922, Mr. McCaffrey began his higher education at Princeton, where visions of syntax contended with a fancy for the law, and a BA degree in English was prelude to an LLD at Harvard Law School.

But LLD and BA proved no match for Y & R. An executive for Young & Rubicam came upon young McCaffrey while the latter was vamping until ready to enter Harvard. Mr. McCaffrey went to work for the agency as an assistant space buyer and remained seven years to become one of the experts in the field and advance to associate media director of Y & R, one of the dominant advertising firms in the industry.

Wanted Radio-TV Experience

Reluctantly, in April 1951, he left Young & Rubicam to join Anderson & Cairns as media director, with the object of acquiring radio and TV experience.

In his one-year tenure at A & C, he serviced successfully the Masland Carpet and Rootes Motor accounts, and the radio and TV operations of General Shoe.

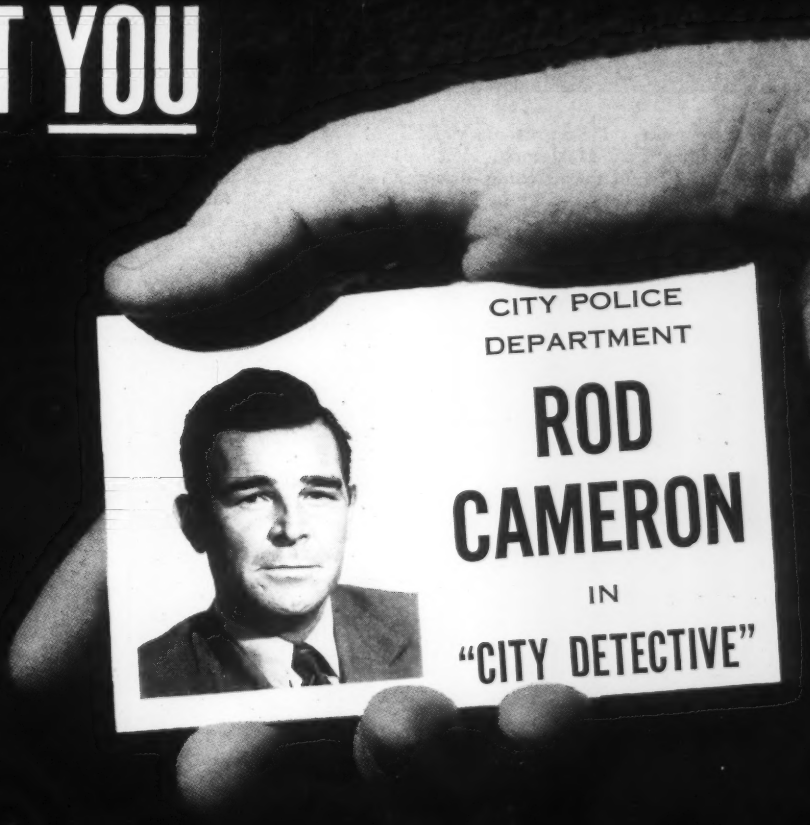
In March 1952, he moved to Hewitt, Ogilvy, Benson & Mather, as media director. Among the accounts he oversees in their advertising are: Lever Brothers' Rinso, Good Luck Margarine, Helena Rubenstein cosmetics and the Chase National Bank.

It was this agency which, under Mr. McCaffrey's direction, first put into effect the celebrated four- and eight-second regional radio spot announcement campaign for Good Luck, followed this year with a national but similarly oriented campaign for Rinso.

The McCaffreys—his wife is the former Virginia Given—have been married seven years. They have a daughter, Nancy, 5. They own a home in Briarcliff Manor, New York.

Mr. McCaffrey's principal hobby is fishing—mostly fly fishing in Maine and Canada for salmon and trout.

THIS MAN IS GOING TO ARREST YOU



because "CITY DETECTIVE", starring Rod Cameron

. . . is a brand new series of 26 half hour films created expressly for television — with the kind of powerful appeal that arrests the attention (and sponsor loyalty) of TV families who are *your* best prospects in *your* market.

Available now to *local* and *regional* advertisers another outstanding Advertising Showcase from MCA TV "City Detective" offers a truly arresting sales medium. Week after week, its masterful combination of suspense and high entertainment wins new viewers, builds ratings, makes more customers.

Put Rod Cameron in "City Detective" to work *for you!* Find out *how* by contacting any of these MCA TV offices.

another advertising *SHOWCASE* from MCA TV Ltd.

NEW YORK 598 Madison Avenue PLaza 9 7500
CHICAGO 430 North Michigan Ave DElaware 7 1100
BEVERLY HILLS 9370 Santa Monica Blvd CRestview 6 2001
SAN FRANCISCO 105 Montgomery Street EXbrook 2 8922
CLEVELAND Union Commerce Bldg CHerry 1 6010
DALLAS 2102 North Akard Street PROspect 7536
DETROIT 1612 Book Tower WOodward 2 2604
BOSTON 45 Newbury Street COpley 7 5830
MINNEAPOLIS Northwestern Bank Bldg LINcoln 7863

Vic RADIO PROFIT Diehm Says:

I'm Mighty Proud of My Helpers!

Take ZEL here at the mike. He represents WAZL in Pennsylvania's Highest City, Hazleton. ZEL has consistently delivered 70% of the listening audience to advertisers on WAZL. If you want the Hazleton trading area, you have to buy WAZL! No other station can deliver it to you.

OL is in control of that aggressive WHOL station in prosperous, progressive Allentown, Pa. Serving a trading population of nearly a half million people,who tune in WHOL for good diversified programming. In a 6-station area WHOL is the buy.

WID hails from WIDE in the twin cities of Biddeford-Saco, Me., a prosperous textile manufacturing center and the leading resort area of the state. WID has a WIDE variety of sales records that have played a melody in money for the advertiser.

LEM puts his talents to work at WHLM, that powerful 1,000 Watt station in Bloomsburg, Pa.,covering a prosperous manufacturing and farming area, WHLM leads all other daytime stations by a huge margin. This will be the 6th year in succession for major league baseball.

WAZL HAZLETON, PA. NBC-MBS (Represented by Robert Meeker Associates).

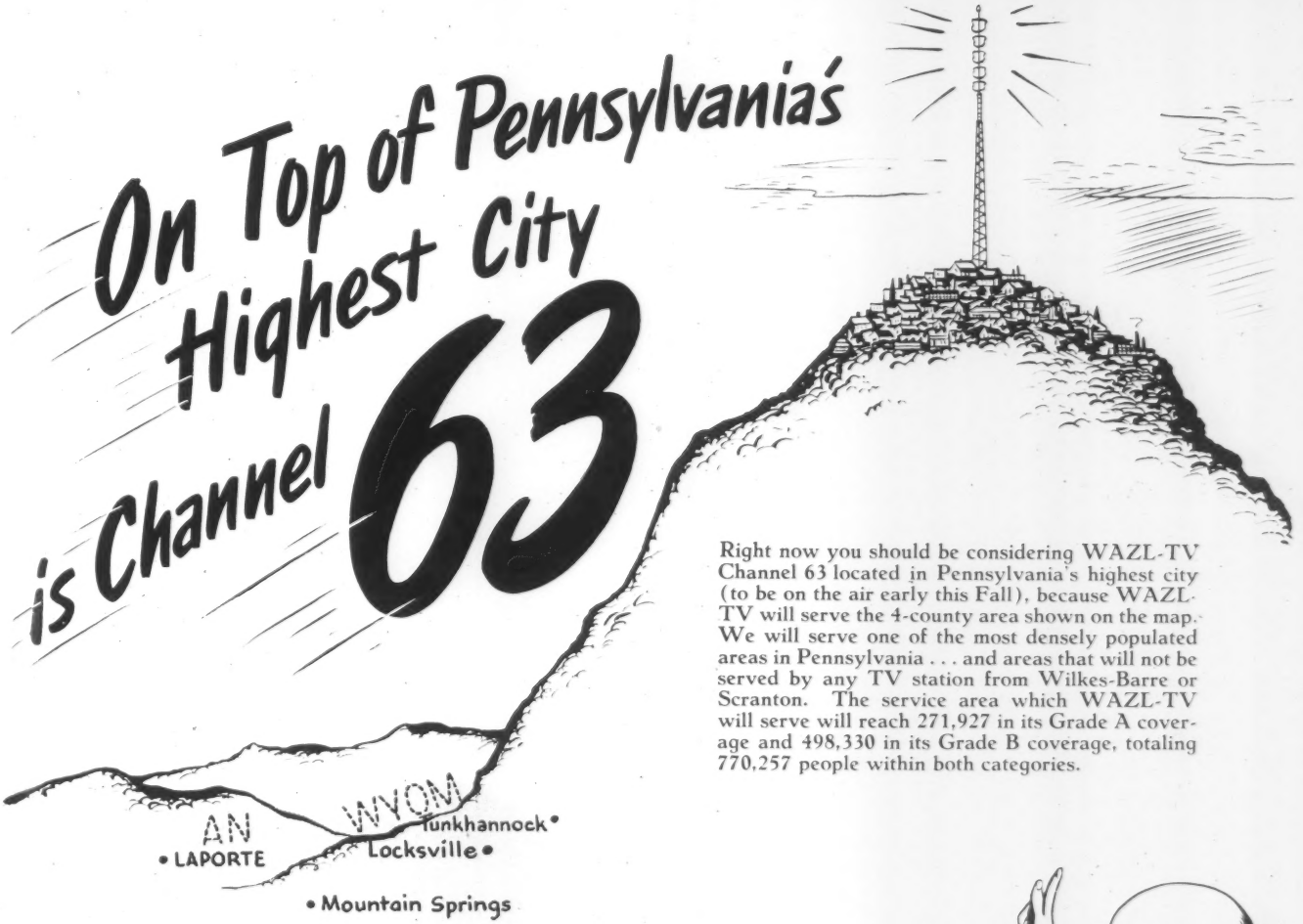
WHOL ALLENTOWN, PA. CBS

WHLM BLOOMSBURG, PA. (Owned and Operated by Harry L. Magee).

WIDE BIDDEFORD-SACO, ME. MBS-YANKEE (Promotion Rep. Robert S. Keller).

XUM

On Top of Pennsylvania's Highest City is Channel 63



Right now you should be considering WAZL-TV Channel 63 located in Pennsylvania's highest city (to be on the air early this Fall), because WAZL-TV will serve the 4-county area shown on the map. We will serve one of the most densely populated areas in Pennsylvania . . . and areas that will not be served by any TV station from Wilkes-Barre or Scranton. The service area which WAZL-TV will serve will reach 271,927 in its Grade A coverage and 498,330 in its Grade B coverage, totaling 770,257 people within both categories.

WAZL-TV

CHANNEL 63

WAZL-TV

HAZLETON, PA.

Top of Pennsylvania's Highest City

We will be glad to send Time Buyers a brochure showing in detail population and marketing data, representing the audience for WAZL Television Viewing.

BERKS

XUM

Like squirrels go for nuts

Just like squirrels go for nuts, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

BROADCASTING TELECASTING

April 27, 1953 Vol. 44, No. 17

'GOLD RUSH' CONVENTION UNDERWAY IN LOS ANGELES

The industry focuses its attention this week where the NARTB annual sessions will be held on a theme of radio and TV swift development as the dominant medium.

THE fast-developing transition of broadcasting into a dominant sight-sound advertising medium provides the theme for a series of NARTB convention workshops and meetings to be held this week at the Biltmore Hotel, Los Angeles (condensed schedule page 38).

This first NARTB convention on the West Coast since 1948 will get underway informally today (Monday) with the annual NARTB Golf Tournament for the B•T trophy. The convention carries a "Gold Rush" banner. A series of business meetings and clinics will be held tomorrow, with the formal opening scheduled Wednesday morning when Brig. Gen. David Sarnoff, RCA board chairman, delivers the keynote address (see story page 42).

Last-minute interest in the convention sessions was stimulated by the Presidential appointment of FCC Comr. Rosel H. Hyde as new Chairman of the Commission. Chairman Hyde is expected to outline at the Thursday luncheon his regulatory policies as the FCC faces the expansion of TV into a truly national medium. The retiring FCC Chairman, Comr. Paul A. Walker, will introduce his successor.

Practical Sessions Planned

A full schedule of practical sessions designed to aid both sound and visual broadcasters in their business and program operations has been developed by the NARTB Convention Committee, headed by Clair R. McCollough, Steinman Stations. Working with the committee in program arrangements has been Robert K. Richards, NARTB administrative vice president. Convention management is handled by C. E. Arney Jr., secretary-treasurer. William L. Walker, NARTB auditor, is in charge of registration. Arthur C. Stringer is in charge of the annual equipment exposition.

A separate NARTB Engineering Conference opens Wednesday morning at Burdette Hall, with industry scientists presenting a series of papers on technical progress and engineering techniques (see special story page 88).

Harold E. Fellows, NARTB president, takes part in his second industry convention since assuming office two years ago. Judge Justin Miller, chairman of the board and general counsel, will be participating in his eighth convention.

President Fellows told B•T the Pacific Coast locale was drawing "an amazing response" from the membership, with the convention to be "truly representative of the nation as a whole." Noting that more delegates were bringing their families than at any past convention, he said the total registration may closely approach the figure for meetings in Chicago.

Attendance will be "above original expectations," Mr. Fellows predicted on the basis of a 1,300 mid-week advance registration. At least 250 women guests will take part, he predicted. At the same time he conceded that the number of delegates from smaller stations in the East may fall below the normal level at Chicago conventions.

The annual equipment exposition is described as the best in the association's history. Manufacturers and service organizations have shipped extensive displays to Los Angeles. These are found in the Biltmore Ballroom, Galeria, Renaissance Room and second floor sample rooms. The number of exhibitors and associate member participants sets an all-time record.

Monday's schedule includes the golf tournament, MBS affiliate advisory meeting and luncheon, engineering discussion of FCC rules, briefing of panel participants and Radio Pioneers dinner (at Statler Hotel).

Tuesday's events include a series of network affiliate meetings; session of NARTB Recording & Reproducing Standards Committee; FM clinic; NARTB TV membership session and election of four new directors; BAB board luncheon; BAB radio sales clinic, and meeting of the All-Industry Affiliates Committee.

Gen. Sarnoff Receives Award

The convention formally opens Wednesday morning. Gen. Sarnoff will receive the first keynoter award at noon. President Fellows will deliver an address at the Wednesday luncheon. The afternoon will be devoted to an extensive market study conducted under direction of Richard M. Allerton, NARTB research manager. This report is expected to show how radio stations are faring in TV markets and how they should be managed in the increasingly competitive era. It is described as the most comprehensive market analysis in broadcasting history. The results are claimed by NARTB to provide "must material" for every station operator, since they are based on scientific evaluation of actual station histories.

Wednesday also marks opening of the three-day Engineering Conference. Engineering delegates will attend the Wednesday and Thursday luncheons. Side meetings include BAB state membership chairmen, BMI dinner, Society of Motion Picture & Television Engineers dinner (at Statler) and the NARTB engineering reception.

On the Thursday program is a TV general session in the morning, an address by Chairman Hyde at luncheon and series of workshop panels in the afternoon. The annual banquet will be held in the evening at the Palladium. Among side meetings are those of ASCAP Per Program Committee and Clear Channel Broadcasters Assn.

Friday's general session opens with presentation of membership campaign awards. Following will be an FCC panel in which several Commissioners will take part, then a TV Code meeting and finally a noon business meeting followed by adjournment.

Special events for women delegates have been arranged by the committee in cooperation with Southern California stations and networks. Daily Hollywood studio tours have been arranged along with numerous receptions for delegates and their wives.

The NARTB TV membership meeting tomorrow morning will be opened by Judge Miller. Robert D. Swezey, WDSU-TV New Orleans, TV board chairman, will address the meeting as will Thad H. Brown Jr., vice president and TV counsel.

Directors whose terms expire are Campbell Arnoux, WTAR-TV Norfolk, Va.; William Fay, WHAM-TV Rochester, N. Y.; Henry W. Slavick, WMCT (TV) Memphis, and Kenneth L. Carter, WAAM (TV) Baltimore. A list of 42 TV station delegates eligible for nomination has been certified by Mr. Arney [B•T, April 13]. New directors will be elected for two-year terms.

Nine new members of the Radio Board take office this week, with three others re-elected.

Radio directors re-elected in mail balloting last March include Kenyon Brown, KWFT Wichita Falls, Tex., Dist. 13; John H. DeWitt Jr., WSM Nashville, large stations; Edgar Kobak, WTWA Thomson, Ga., small stations, and Ben Strouse, WWDC-FM Washington, FM stations.

New board members are Herbert L. Krueger, WTAG Worcester, Mass., Dist. 1; George H. Clinton, WPAR Parkersburg, W. Va., Dist. 3; John Fulton, WGST Atlanta, Dist. 5; F. Ernest Lackey, WHOP Hopkinsville, Ky., Dist. 7; Hugh K. Boice Jr., WEMP Milwaukee, Dist. 9; John F. Meagher, KYSM Mankato, Minn., Dist. 11; William D. Pabst, KFRC San Francisco, Dist. 15; Richard M. Brown, KPOJ Portland, Ore., Dist. 17, and G. Richard Shafto, WIST Charlotte, N. C., medium stations (see biographical sketches, page 86).

CONVENTION COVERAGE IN THIS ISSUE

ON this and consecutive pages is presented B•T's advance report of the NARTB convention, except four features placed elsewhere as follows:

The Nine New Faces on the NARTB Board. *Page 86.*

Summaries of Technical Papers at the Engineering Conference. *Page 88.*

Portrait Page of the NARTB Staff. *Page 111.*

Advance Registration. *Page 112.*

Convention in a Nutshell

MONDAY, April 27

9 a.m. NARTB Golf Tournament, Wilshire Country Club.
10 a.m. MBS affiliates advisory meeting and luncheon, Conf. Rms. 2, 4.
11 a.m. Engineering Committee on FCC Rules, meeting and luncheon, Conf. Rm. 7.
12 noon: NBC Spot Sales—KNBH (TV) Frolic, NBC Burbank Studios.
2:30 p.m. NARTB panel participants, Music Room.
7 p.m. Radio Pioneers Dinner, Hotel Statler.

TUESDAY

8:30 a.m. CBS-TV Pacific Network. Conf. Rm. 2.
9:30 a.m. SMPTE "Television Day," Hotel Statler.
10 a.m. NARTB Recording & Reproducing Standards Committee.
10 a.m. NARTB TV membership business meeting, election. Biltmore Theatre.
10 a.m. NARTB FM workshop. Biltmore Bowl Foyer.
10:30 a.m. Committee of Presidents, State Associations. Conf. Rm. 4.
12 noon. ABC affiliates luncheon, Conf. Rm. 1.
12 noon. CBS affiliates luncheon. Conf. Rm. 9.
12 noon. NBC radio affiliates luncheon. Conf. Rm. 2.
12:30 p.m. BAB board of directors. Conf. Rm. 3.
2 p.m. Annual BAB radio sales clinic. Biltmore Theatre.
3 p.m. Tea party for wives of CBS-TV affiliates. CBS Television City, Studio 43.
4 p.m. All-Industry Affiliates Committee.
5-7 p.m. Southern California Broadcasters Assn. and Television Broadcasters of Southern California reception. Hotel Ambassador, Embassy Room.

WEDNESDAY

8:30 a.m. BAB state membership chairmen. Conf. Rm. 8.
9:15 a.m. Engineering Conference opens. Burdette Hall.
10 a.m. Formal opening of NARTB general sessions, Biltmore Theatre.
12:30 p.m. NARTB luncheon, address by President Harold E. Fellows, Biltmore Bowl.
2:15 p.m. NARTB general session, Five-Cities Market Report, Biltmore Theatre.
6:30 p.m. BMI dinner.
6:30 p.m. NARTB Engineering reception. Music Room.
7:30 p.m. SMPTE dinner, Hotel Statler.

THURSDAY

8:30 a.m. ASCAP Per-Program Committee. Conf. Rm. 4.
9:15 a.m. Engineering Conference. Burdette Hall.
10 a.m. NARTB general session on television. Biltmore Theatre.
12:30 p.m. Luncheon address by FCC Chairman Rosel H. Hyde. Biltmore Bowl.
2:15 p.m. Small Market TV Panel. Biltmore Theatre.
3:15 p.m. Labor workshop (radio and TV). Biltmore Theatre.
3:15 p.m. Radio program workshop. Biltmore Music Room.
3:30 p.m. Clear Channel Broadcasters Service. Conf. Rm. 5.
4 p.m. Radio merchandising panel. Biltmore Music Room.
4 p.m. Sports and public events panel (radio and TV). Biltmore Theatre.
7:30 p.m. Annual banquet. Palladium.

FRIDAY

9:15 a.m. Engineering Conference. Burdette Hall.
10 a.m. NARTB general session. Membership campaign awards. Biltmore Theatre.
10:30 a.m. Panel of FCC members.
11:15 a.m. Television Code program.
12 noon. NARTB business meeting; adjournment.
12:30 p.m. Luncheon, Hollywood Farmers Market, followed by tour of Hollywood studios.

SATURDAY

12 noon. Engineers tour of Mt. Wilson antenna farm.

B•T Delegation

CONVENTION headquarters of BROADCASTING • TELECASTING's delegation will be found in Rooms 4311-4312-4314 of the Biltmore Hotel. Representing B•T at the Los Angeles sessions are Sol Taishoff, Maury Long, Winfield R. Levi, William H. Shaw, Kenneth Cowan, Art King, J. Frank Beatty, Rufus Crater, David Glickman, John Osbon and Marjorie Thomas.

THE WHITE HOUSE
WASHINGTON

April 8, 1953

Dear Mr. Fellows:

I am glad to extend to the delegation attending the Thirty-first Annual Convention of the National Association of Radio and Television Broadcasters my warm greetings and good wishes.

Our Nation's vast broadcasting system, developed over a period of only three decades, testifies again to the extraordinary achievements that are possible in a free and competitive economy. Today radio reaches into ninety-eight per cent of the homes of America. Television soon may match that record.

This vast coverage imposes an impressive responsibility upon those operating our broadcasting stations and directing network activities.

To inform the people fully, fairly and freely, to hearten their spirit with healthy entertainment, to encourage in every possible way aspiration toward a better state for all mankind -- these are the high purposes to which you are dedicated.

I am confident that the Nation's broadcasters will continue to meet this extraordinary responsibility.

Sincerely,

Dwight D. Eisenhower

Dr. Harold E. Fellows
President
National Association of Radio
and Television Broadcasters
1771 N Street, N. W.
Washington, D. C.

BAB Briefing Plans Showman's Format

DRAMATIC format will be used Tuesday afternoon by Broadcast Advertising Bureau in presenting NARTB convention delegates with an up-to-the-minute briefing on radio sales objectives for 1953-54. The session will be held in the Biltmore Theatre, Los Angeles.

Titled "BAB's Operation Sales Weapons," the 2-4 p.m. briefing will utilize costume and prop facilities of the theatre.

Charles C. Caley, WMBD Peoria, Ill., BAB board chairman, will report on BAB accomplishments. William B. Ryan, BAB president, will cover general objectives for the coming year. Kevin B. Sweeney, BAB vice president, and John F. Hardesty, director of local promotion, will present the specific objectives.

REVAMPED FCC IN VIEW; HYDE BECOMES CHAIRMAN

Chairman Hyde is first Republican to head FCC since its creation. He succeeds Walker who remains as Commissioner. Appointment is for one year—a precedent. Hyde may disclose his philosophy of administration at NARTB convention.

A NEW ERA of better understanding in government-industry relations is foreshadowed with the assumption of the FCC chairmanship last Monday by Rosel H. Hyde, first Republican to head the agency since its creation in 1934 and first "career man" to move to the top.

Mr. Hyde, who succeeded Paul A. Walker, will make his first public pronouncement as to

A CONVENTION HIGHLIGHT

his philosophy of administration this Thursday in Los Angeles. He will be the principal speaker at the NARTB Thursday luncheon session, and, based on his past record, it is expected his topic will be free, private enterprise.

President Eisenhower announced Mr. Hyde's appointment from Augusta, Ga., where he was vacationing, on Saturday, April 18. He said the appointment would be for a one-year term —establishing another FCC precedent. He also disclosed that Mr. Walker had tendered his resignation, as Chairman, on March 13, but that he would remain a member of the Commission. Mr. Walker, only charter member still serving on the FCC, presumably will serve until June 30, when his term expires.

While Mr. Hyde's elevation to the chairmanship had been widely predicted and strongly endorsed both by Republican political leaders and by industry, there had developed opposition to the promotion of any "hold-over" Republicans. It was not until the week of April 13 that the situation began to crystallize—after the swearing in of John C. Doerfer of Michigan, as a new Republican member, and after the White House had been besieged with new endorsements of Mr. Hyde. There had been an insistent demand from some politicians that a newcomer be named to the chairmanship to "clean house" because of wide-spread criticism of the agency almost during its entire two-decade tenure under Democratic control.

Appointment Thought Compromise

The one-year appointment, it was thought, was a compromise between the pro-Hyde forces and the "clean sweep" advocates. It is reasoned that if Mr. Hyde did not reorganize the agency, cleaning out the left-wingers and New Dealers in policy posts, within the allotted year, the President will be free to select a new Chairman. Heretofore the President has selected the Chairman without specifying the length of his tenure. Mr. Hyde's term as a Commissioner runs until June 30, 1959.

A consistent advocate of cooperation between licensee and licensor, Mr. Hyde is expected promptly to set in motion machinery for overall reorganization of the FCC. His initial efforts will be to replace department heads, probably leaving to them the matter of filling subordinate posts. All such appointments, however, are subject to Commission approval and Mr. Hyde, certainly at the outset, will have the support of his two Republican colleagues (Messrs. Doerfer and George E. Sterling), probably that of E. M. Webster (Independent) and perhaps one or two of the hold-over Democratic members (Walker, Robert T. Bartley and Frieda B. Hennock).

ROSEL H. HYDE
New FCC Chairman

Among those department heads and key employes in the patronage category, are Secretary T. J. Slowie, Iowa Democrat, Benedict P. Cottone, general counsel, and his three assistants, Curtis B. Plummer, former chief engineer and now chief of the Broadcast Bureau, and Joseph M. Kittner, assistant chief of the Bureau and an attorney. All of these posts are in the upper grades, ranging from $10,800 to $11,300 per year.

Another Vacancy June 30

Mr. Walker has served as Chairman since the resignation on Feb. 21, 1952 of Wayne Coy. Upon expiration of his term on June 30, President Eisenhower is expected to name a fourth Republican to the Commission, giving the Republicans control for the first time. The balance then will be four Republicans, two Democrats and one Independent.

While many names have been mentioned for the remaining vacancy, those in the forefront reportedly are Charles Garland, general manager of KOOL Phoenix, who has strong industry and political endorsement, and William Speare, former AT&T attorney, now practicing law in Fremont, Neb. Another candidate reportedly is Mary Jane Morris, attorney in the FCC Litigation Division, a Michigan Republican who for several years worked in the offices of Rep. Leonard W. Hall, new chairman of the Republican National Committee. Miss Morris reportedly also is interested in other executive staff posts in the event the commissionership does not go to a woman. Among these are Broadcast Bureau chief, general counsel and secretary.

It was thought, in some quarters, that President Eisenhower might announce the new Republican Commissioner by mid-May. This would permit the nominee to have his hearing before the Senate Interstate & Foreign Commerce Committee well in advance of the vacancy and enable him, with Senate confirmation, to assume office the day Mr. Walker's term expires.

While it appeared that Mr. Hyde would be named a fortnight ago, neither the Republican committee nor the White House secretariat was willing flatly to predict this. The alternative, apparently, was to name Mr. Doerfer, who had resigned as chairman of the Wisconsin Public Service Commission to accept the FCC assignment as successor to Eugene H. Merrill, Utah Democrat.

To be watched with great interest will be Mr. Hyde's policy views on a number of important issues. These include educational television reservations (he has contended that nothing happens automatically on June 2), color television, "pay-as-you-go" TV, large screen theatre television and perhaps most important, questions of diversification of ownership of more than one class of station by newspapers or others identified with media for the dissemination of information.

Strike Applications Concern Hyde

Of immediate concern to Mr. Hyde has been the question of strike applications in TV, wherein a newcomer applicant files for the same facility sought by a qualified applicant just prior to scheduled Commission consideration. This automatically throws the contested applications into hearing.

There are a half-dozen such cases now pending before the Commission but under Democratic direction, the staff has contended it has not had sufficient time to develop the cases. Even while the Democrats were in policy control, Mr. Hyde pressed for action on strike applications. Hence he is expected to move at once to have the staff complete consideration on one or more pending cases which will serve as examples and show the Commission's intent to crack down.

Mr. Hyde will move into the Chairman's suite at the New Post Office Bldg. upon his return from Los Angeles on May 4.

Talk of a rotating chairmanship has been heard for several weeks [B•T, April 13]. Mr. Hyde's appointment for a one-year term does

The New Chairman . . .

ROSEL HERSCHEL HYDE, a Republican from Idaho, now holds a seven year re-appointment to FCC which was made by former President Truman in May 1952. Vice chairman and a "career" Commissioner, he worked on the old Federal Radio Commission in 1928. An assistant general counsel from October 1942 until March 1945, when he became general counsel, Mr. Hyde was appointed a Commissioner for the first time in April 1946, filling an unexpired term which continued until June 1952.

He was born in Downey, Ida., in 1900, and attended schools there before enrolling at Utah Agricultural College. In 1924, when he married Mary Henderson, a Downey school teacher, Mr. Hyde worked as manager of the Downey State Bank. The following year, he entered George Washington U.'s law school, gaining admission to the District of Columbia bar in 1929. Before joining the Federal Radio Commission, he was a clerk with the Civil Service Commission and an accountant at the Office of Public Buildings and Parks.

Editor's Note: The above story has been "on galley" for B•T since the present administration took office on Jan. 20.

XUM

Everywhere You Go . . .

HOW DID Rosel H. Hyde learn of his appointment to the FCC chairmanship? By radio, of course. He was listening to a noon news broadcast when first word came through Saturday, April 18. No one at the White House or at Republican National Committee had called him, nor had he received word from Augusta where President Eisenhower was vacationing. The formal notification came through Monday afternoon (April 20). It read:

"ORDER

Pursuant to the provisions of the Communications Act of 1934, I hereby designate

ROSEL H. HYDE

as chairman of the Federal Communications Commission for a period of one year.

/s/ Dwight D. Eisenhower

April 18, 1953
The White House"

not necessarily mean that the chairmanship will rotate. Actually the one-year method was used on a "probationary" basis, with Mr. Hyde to succeed himself if he satisfies the White House during the first year. Both Presidents Roosevelt and Truman selected their Democratic chairmen to serve until they completed their terms or resigned. Other independent agencies, like the Interstate Commerce Commission and Federal Trade Commission, have had rotating chairmanships in the past.

Mr. Hyde's elevation to the chairmanship is an Horatio Alger story. He started his career in Washington as a clerk in the Civil Service Commission in 1926. He joined the old Federal Radio Commission, predecessor of the FCC, in 1928 as a docket clerk, attending law school at night. He rose through the ranks, becoming a hearing examiner and then assistant general counsel in 1942. In 1945 he was named general counsel and the following year, President Truman appointed him to the Commission to fill an unexpired term which ended in 1952. He was then renamed for a regular seven year term which he is now serving. Three years ago, Mr. Hyde was elected vice chairman by his fellow commissioners—a post not specified in the statute. The vice chairman automatically serves as acting chairman in the absence of the chairman.

27 NARTB Staffers Plan Convention Work

TWENTY-SEVEN members of the NARTB headquarters staff are taking part in the 31st annual convention in Los Angeles.

Those manning the association's facilities and directing the convention operation are:

President's Office—Harold E. Fellows, Robert K. Richards, Florence Mitchell.
Chairman of Board and General Counsel—Justin Miller, Helen A. Fruth, Vincent Wasilewski.
Secretary-Treasurer—C. E. Arney Jr., Arthur C. Stringer (exposition manager), Ella P. Nelson, William L. Walker, LaRue Courson.
Employe-Employer Relations—Richard P. Doherty, Charles H. Tower.
Engineering—Neal McNaughten, Ruth Brewer.
Promotion and FM—John H. Smith Jr.
Government Relations—Ralph W. Hardy.
Publications and Publicity—Oscar Elder, Fran Riley.
Research—Richard M. Allerton.
Station Relations—William K. Treynor, Jack Barton, Gene Daniel.
Television—Thad H. Brown Jr., Howard H. Bell, Edward H. Bronson, Helen S. Hamilton.

OFFICIAL NARTB CONVENTION AGENDA

Tuesday, April 28

10 a.m.—Biltmore Theatre
NARTB TV Membership Meeting. Business session and election. Introduction, Judge Justin Miller. Remarks: Robert D. Swezey, WDSU-TV New Orleans, chairman of NARTB Television Board.

10 a.m.—Biltmore Bowl Foyer
FM Panel—Paul Bartlett, president-general manager, KRFM Fresno, Calif.; Hugh Boice Jr., general manager, WEMP Milwaukee; Walter J. Brown, president, WDXY Spartanburg, S. C.; Miss Frances Knight, owner-general manager, WORX (FM) Madison, Ind.; Ben Strouse, general manager, WWDC-FM Washington; George J. Volger, general manager, KWPC Muscatine, Ia.; John H. Smith Jr., manager of FM, NARTB staff representative.

2 p.m.—Broadcast Advertising Bureau Sales Clinic, Biltmore Theatre

4 p.m.—All-Industry Affiliates Committee

Wednesday, April 29

GENERAL SESSION
10 a.m.—Biltmore Theatre
Opening—Clair R. McCollough, chairman, 1953 NARTB Convention Committee (president, WGAL Lancaster, Pa.).

Invocation—
James Francis Cardinal McIntyre of Los Angeles.

10:15 a.m.
Speaker—to be announced.

10:50 a.m.
Introduction of Brig. Gen. David Sarnoff, RCA board chairman, by Mr. McCollough.
Keynote Address—Gen. Sarnoff.

12 noon
Presentation of First Annual Keynoter Award to Gen. Sarnoff by Harold E. Fellows, NARTB president.

12:15 p.m.
Adjournment for luncheon.

12:30 p.m.
Luncheon, Biltmore Bowl
Address by Mr. Fellows—Introduction by Mr. McCollough.

2:15 p.m.—Biltmore Theatre
The Five Cities Report—Mr. Fellows presiding.
Paul W. Morency, vice president-general manager, WTIC Hartford, Conn., chairman.
Richard M. Allerton, manager of research, NARTB.
Floor Discussion, featuring Special Panel (AM Committee members):
John Esau, vice president-general manager, KTUL Tulsa; William C. Grove, general manager, KFBC Cheyenne; Lee Little, president, KTUC Tucson; John F. Patt, president, WGAR Cleveland; G. Richard Shafto, vice president-general manager, WIS Columbia, S. C.; F. C. Sowell, general manager, WLAC Nashville.

Thursday, April 30

GENERAL SESSION
10 a.m.—Biltmore Theatre

BY HAROLD E. FELLOWS

President of the National Assn. of Radio and Television Broadcasters

The days move so swiftly in the broadcasting business that it seems hardly a year since the members of the National Association of Radio and Television Broadcasters foregathered in Chicago for their 30th annual meeting. Now we have number 31 coming up, and it certainly appears that we are going to mark a new and important milestone in the development of broadcasting in this country.

I should like to express the deep gratitude of the members of the Association and of the Boards of Directors to the members of the 1953 Convention Committee who have devoted so much time from their busy lives to planning this year's convention.

Mr. FELLOWS

The members of the Committee are:

Clair R. McCollough, WGAL Lancaster, Pa. (Chairman); Jack Harris, KPRC Houston, Tex.; Howard Lane, KOIN Portland, Oregon; Albert Johnson, KOY Phoenix, Arizona; Henry Slavick, WMCT Memphis, Tenn.; Calvin Smith, KFAC Los Angeles, Calif., and Hugh Terry, KLZ Denver, Colo.

Acknowledgment certainly is due also the following who have underwritten the cost of the banquet entertainment which all of the delegates and their guests will enjoy on the evening of Thursday, April 30th, at the Palladium in Los Angeles:

The American Broadcasting Company; Broadcast Music Inc.; Columbia Broadcasting System; DuMont Television Network; Mutual Broadcasting System, and the National Broadcasting Company.

This year, too, we are going to have one of the greatest exhibits in the history of the Association—and I think that's particularly significant since many of the manufacturers have gone to great expense in transporting their exhibit materials all the way from the East Coast to the West.

There is no time during the year when the unity of all elements of broadcasting is more apparent than during these weeks leading up to the annual convention. It's wonderful to know that all one needs to do is dial a telephone or write a letter or send a telegram to get all the help in the world in making the annual sessions a success. And that's what I anticipate that this meeting is going to be: a huge success.

If I may add one more note of "thank you"—it would go to the radio and television trade press and the advertising trade media, which have contributed so much to creating interest in the national meeting through the fine coverage they have given to the various announcements of our plans.

XUM

IOWA PEOPLE

Work-Play-Live

BY RADIO!

Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

After all is said and done, you can't watch television, read newspapers, thumb through magazines, or pass billboards — while you push an iron. But you *can* listen to radio while doing the ironing — and that's exactly what most Iowa women do.

The 1952 Iowa Radio and Television Audience Survey proves that Iowa radio users spend more than twice as much time with radio as with all other media *combined.* Iowa women reported themselves as using the radio 44.6% of all the weekday time they are at home and awake. (45.9% of the women using radio-equipped automobiles listen while they drive, too.)

And oh yes — 68.5% of all Iowa families hear WHO *regularly,* daytime — as compared with 31.9% for Station B!

Write for your copy of the Survey, *today.* It's authentic, reliable, valuable and amazing. . .

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Windfall!

In Paul Bunyan's time, so the story goes, weather in the Northwest was particularly unpredictable. Often the wind blew straight up and down, and the four seasons were likely to come and go all in a single month!

A more recent but equally fantastic weather myth was the one about Summer in the Northwest being less desirable for sales than other seasons. The fact is, Summertime is just like the rest of the year—wonderful! National retail sales figures show there's less than 1% difference, on the average, between sales in Summer and in other seasons. But the Northwest does *far better* . . . because vacationists pour in and spend close to half a billion dollars in our cities and resorts every summer.* Add that to the spending of year-round residents and you've got a real windfall. And remember: WCCO Radio reaches far more people in the Northwest than *any other station in the entire area . . . year-round.*

That's why advertisers who know which way the wind blows (62 local and national spot sponsors last year) stay on WCCO Radio *all year round!*

*(Last year, there were more than 2½ *million* fishing licenses issued in the Northwest states. There are more than 3,500 resorts in Minnesota alone!) Sources on request.

WCCO RADIO

Minneapolis-St. Paul • 50,000 watts

Represented by CBS Radio Spot Sales

Windfall!

In Paul Bunyan's time, so the story goes, weather in the Northwest was particularly unpredictable. Often the wind blew straight up and down, and the four seasons were likely to come and go all in a single month!

A more recent but equally fantastic weather myth was the one about Summer in the Northwest being less desirable for sales than other seasons. The fact is, Summertime is just like the rest of the year—wonderful! National retail sales figures show there's less than 1% difference, on the average, between sales in Summer and in other seasons. But the Northwest does *far better* . . . because vacationists pour in and spend close to half a billion dollars in our cities and resorts every summer.* Add that to the spending of year-round residents and you've got a real windfall. And remember: WCCO Radio reaches far more people in the Northwest than *any other station in the entire area . . . year-round.*

That's why advertisers who know which way the wind blows (62 local and national spot sponsors last year) stay on WCCO Radio *all year round!*

*(Last year, there were more than 2½ *million* fishing licenses issued in the Northwest states. There are more than 3,500 resorts in Minnesota alone!) Sources on request.

WCCO RADIO

Minneapolis-St. Paul • 50,000 watts

Represented by CBS Radio Spot Sales

Opening—Robert D. Swezey, general manager, WDSU New Orleans, presiding.
Address—Thad H. Brown Jr., vice president in charge of Television Affairs, NARTB.

10:15 a.m.
Panel Discussion—"What About Uhf?"
Herbert Mayer, president, WXEL (TV) Cleveland (Empire Coil Company Inc., New Rochelle, N.Y.), chairman;
Frank P. Barnes, manager, General Electric Co., Syracuse;
Kenyon Brown, president, KWFT Wichita Falls, Tex.
Martin Silver, manager, Federal Telecommunications Labs. Inc., Nutley, N. J.
James B. Tharpe, manager, Television Transmitter Div., Allen B. DuMont Labs., Clifton, N.J.;
Alan C. Tindal, vice president, WWLP (TV) Springfield, Mass.;
E. C. Tracy, manager, RCA Victor Div., Camden, N.J.

11:15 a.m.
Panel Discussion—"Film's Place in Television"
Paul Adanti, vice president-general manager, WHEN (TV) Syracuse, chairman;
E. H. Ezzes, general sales manager, Motion Pictures for Television Inc., New York;
Gerald King, president, United Television Programs Inc., Hollywood;
John H. Mitchell, vice president-general sales manager, Screen Gems Inc., New York;
Ralph W. Nimmons, manager, WFAA-TV Dallas, Tex.
Peter M. Robeck, national sales manager, Consolidated Television Sales, Hollywood;
Lee Ruwitch, vice president-general manager, WTVJ (TV) Miami;
Robert W. Sarnoff, vice president, NBC Inc., New York;
Harold P. See, manager, KRON-TV San Francisco;
John L. Sinn, president, Ziv Television Programs Inc., New York.

12:15 p.m.
Adjournment for Luncheon

12:30 p.m.—Biltmore Bowl
Luncheon—Harold E. Fellows, presiding
Address—FCC Chairman Rosel H. Hyde, with introduction by Comr. Paul A. Walker, retiring FCC chairman.
Special Feature—Voice of Democracy, Frank Lammedee, 1952-53 co-winner.

GENERAL SESSION

2:15 p.m.—Biltmore Theatre
"Small Market Television"—Panel Discussion
W. D. Rogers Jr., president-general manager, KDUB-TV Lubbock, Tex., chairman;
Gaines Kelley, general manager, WFMY-TV Greensboro, N. C.;
Robert Lemon, general manager, WTTV (TV) Bloomington, Ind.;
Lawrence H. Rogers, general manager, WSAZ-TV Huntington, W. Va.;
James D. Russell, president-general manager, KKTV (TV) Colorado Springs, Colo.

WORKSHOP SESSIONS

3:15 p.m.—Labor Workshop (Radio and TV)
Biltmore Theatre
Leslie C. Johnson, general manager, WHBF Rock Island, Ill., chairman;
Victor C. Diehm, president, WAZL Hazleton, Pa.;
Joseph A. McDonald, treasurer, NBC, New York;
Richard A. Moore, general manager, KTTV (TV) Los Angeles;
Victor A. Sholis, general manager, WHAS-AM-TV Louisville;
Richard P. Doherty, vice president, NARTB staff representative.

3:15 p.m.—Radio Programs
Biltmore Music Room
William D. Pabst, general manager, KFRC San Francisco, chairman;
George H. Clinton, executive vice president, WPAR Parkersburg, W. Va.;
Jack L. Pink, general manager, KONO San Antonio;
William B. Quarton, general manager, WMT Cedar Rapids;
Barney Schwartz, partner, KPRL Paso Robles, Calif.

4 p.m.—Radio Merchandising
Biltmore Music Room
John M. Outler Jr., general manager, WSB Atlanta, chairman;
Lee W. Jacobs, president, KBKR Baker, Ore.;

BY CLAIR R. McCOLLOUGH

Chairman, 1953 Convention Committee, National Assn. of Radio and Television Broadcasters

It seems like every National Convention that we have scheduled since the broadcasters organized themselves into an Association has fallen during a critical year; this seems to be the nature of the business. This year's Convention is no exception.

Within our industry this is a critical year because we are now in the midst of the rapid post-freeze development of television broadcasting which really was just getting underway when we met a year ago in Chicago. Reflecting upon the developments within the past twelve months since we gathered together, it seems to me that broadcasters individually and as a group have much for which to be thankful. All of the dire predictions about what might happen to radio, with the advent of full television service, now can be forgotten because there is every evidence—in the strength of the Association, in the income reported by radio broadcasting stations, and in the growth of television stations and network services—that these two media are in many ways complementary and can live together.

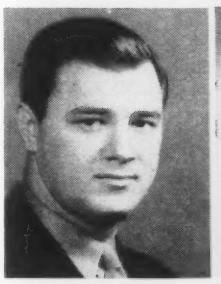
Consequently at this year's Convention we are getting down to the business of trying to solve some of the problems that are inherent in both operations—radio and television. We haven't attempted—the Convention Committee—to put together a "high-level" type conference. The agenda, as you will examine it, is replete with workaday sessions having to do with those problems of operation which are foremost in the minds of broadcasters:

A session on UHF and its future; on films and television; on the unveiling of a great new study of the economics of radio station operation; discussions about labor and sports and public events; a report on the Television Code; panels dealing with radio programs and with radio merchandising. Of course the customary report by our president and our new feature—the Keynote Award Address, this year by Brigadier General David Sarnoff, Chairman of the Board of the Radio Corporation of America, whose words of wisdom are always heard with great interest by members of the broadcasting profession.

The Convention Committee and the staff of the Association have worked arduously in trying to put together the kind of a program which will send everyone home feeling that he has profited by making the trek to Los Angeles. We trust that the sum total of this annual meeting will be an awareness of the great future that still lies ahead in the electronic mass media within the United States; we have every confidence that the broadcasters will take from this meeting new will to pursue that future energetically and confidence in the media to which they have given so much of themselves.

CLAIR McCOLLOUGH

Convention Committee:



Jack Harris

Howard Lane

Al Johnson

Hugh Terry

Calvin Smith

Henry Slavick

XUM

Opening—Robert D. Swezey, general manager, WDSU New Orleans, presiding.
Address—Thad H. Brown Jr., vice president in charge of Television Affairs, NARTB.

10:15 a.m.
Panel Discussion—"What About Uhf?"
Herbert Mayer, president, WXEL (TV) Cleveland (Empire Coil Company Inc., New Rochelle, N.Y.), chairman;
Frank P. Barnes, manager, General Electric Co., Syracuse;
Kenyon Brown, president, KWFT Wichita Falls, Tex.
Martin Silver, manager, Federal Telecommunications Labs. Inc., Nutley, N. J.
James B. Tharpe, manager, Television Transmitter Div., Allen B. DuMont Labs., Clifton, N.J.;
Alan C. Tindal, vice president, WWLP (TV) Springfield, Mass.;
E. C. Tracy, manager, RCA Victor Div., Camden, N.J.

11:15 a.m.
Panel Discussion—"Film's Place in Television"
Paul Adanti, vice president-general manager, WHEN (TV) Syracuse, chairman;
E. H. Ezzes, general sales manager, Motion Pictures for Television Inc., New York;
Gerald King, president, United Television Programs Inc., Hollywood;
John H. Mitchell, vice president-general sales manager, Screen Gems Inc., New York;
Ralph W. Nimmons, manager, WFAA-TV Dallas, Tex.
Peter M. Robeck, national sales manager, Consolidated Television Sales, Hollywood;
Lee Ruwitch, vice president-general manager, WTVJ (TV) Miami;
Robert W. Sarnoff, vice president, NBC Inc., New York;
Harold P. See, manager, KRON-TV San Francisco;
John L. Sinn, president, Ziv Television Programs Inc., New York.

12:15 p.m.
Adjournment for Luncheon

12:30 p.m.—Biltmore Bowl
Luncheon—Harold E. Fellows, presiding
Address—FCC Chairman Rosel H. Hyde, with introduction by Comr. Paul A. Walker, retiring FCC chairman.
Special Feature—Voice of Democracy, Frank Lammedee, 1952-53 co-winner.

GENERAL SESSION

2:15 p.m.—Biltmore Theatre
"Small Market Television"—Panel Discussion
W. D. Rogers Jr., president-general manager, KDUB-TV Lubbock, Tex., chairman;
Gaines Kelley, general manager, WFMY-TV Greensboro, N. C.;
Robert Lemon, general manager, WTTV (TV) Bloomington, Ind.;
Lawrence H. Rogers, general manager, WSAZ-TV Huntington, W. Va.;
James D. Russell, president-general manager, KKTV (TV) Colorado Springs, Colo.

WORKSHOP SESSIONS

3:15 p.m.—Labor Workshop (Radio and TV)
Biltmore Theatre
Leslie C. Johnson, general manager, WHBF Rock Island, Ill., chairman;
Victor C. Diehm, president, WAZL Hazleton, Pa.;
Joseph A. McDonald, treasurer, NBC, New York;
Richard A. Moore, general manager, KTTV (TV) Los Angeles;
Victor A. Sholis, general manager, WHAS-AM-TV Louisville;
Richard P. Doherty, vice president, NARTB staff representative.

3:15 p.m.—Radio Programs
Biltmore Music Room
William D. Pabst, general manager, KFRC San Francisco, chairman;
George H. Clinton, executive vice president, WPAR Parkersburg, W. Va.;
Jack L. Pink, general manager, KONO San Antonio;
William B. Quarton, general manager, WMT Cedar Rapids;
Barney Schwartz, partner, KPRL Paso Robles, Calif.

4 p.m.—Radio Merchandising
Biltmore Music Room
John M. Outler Jr., general manager, WSB Atlanta, chairman;
Lee W. Jacobs, president, KBKR Baker, Ore.;

BY CLAIR R. McCOLLOUGH

Chairman, 1953 Convention Committee, National Assn. of Radio and Television Broadcasters

It seems like every National Convention that we have scheduled since the broadcasters organized themselves into an Association has fallen during a critical year; this seems to be the nature of the business. This year's Convention is no exception.

Within our industry this is a critical year because we are now in the midst of the rapid post-freeze development of television broadcasting which really was just getting underway when we met a year ago in Chicago. Reflecting upon the developments within the past twelve months since we gathered together, it seems to me that broadcasters individually and as a group have much for which to be thankful. All of the dire predictions about what might happen to radio, with the advent of full television service, now can be forgotten because there is every evidence—in the strength of the Association, in the income reported by radio broadcasting stations, and in the growth of television stations and network services—that these two media are in many ways complementary and can live together.

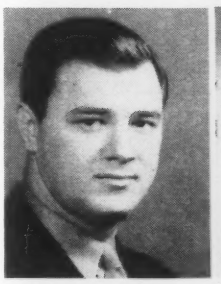
Consequently at this year's Convention we are getting down to the business of trying to solve some of the problems that are inherent in both operations—radio and television. We haven't attempted—the Convention Committee—to put together a "high-level" type conference. The agenda, as you will examine it, is replete with workaday sessions having to do with those problems of operation which are foremost in the minds of broadcasters:

A session on UHF and its future; on films and television; on the unveiling of a great new study of the economics of radio station operation; discussions about labor and sports and public events; a report on the Television Code; panels dealing with radio programs and with radio merchandising. Of course the customary report by our president and our new feature—the Keynote Award Address, this year by Brigadier General David Sarnoff, Chairman of the Board of the Radio Corporation of America, whose words of wisdom are always heard with great interest by members of the broadcasting profession.

The Convention Committee and the staff of the Association have worked arduously in trying to put together the kind of a program which will send everyone home feeling that he has profited by making the trek to Los Angeles. We trust that the sum total of this annual meeting will be an awareness of the great future that still lies ahead in the electronic mass media within the United States; we have every confidence that the broadcasters will take from this meeting new will to pursue that future energetically and confidence in the media to which they have given so much of themselves.

CLAIR McCOLLOUGH

Convention Committee:



Jack Harris

Howard Lane

Al Johnson

Hugh Terry

Calvin Smith

Henry Slavick

XUM

Ben Ludy, general manager, WIBW Topeka, Kan.;
Jay B. Rhodes Jr., general manager, KIBE Palo Alto, Calif.;
Gilmore N. Nunn, president, WLAP Lexington, Ky.

4 p.m.—Sports and Public Events (Radio and TV), Biltmore Theatre
Paul W. White, executive editor, KFMB San Diego, chairman;
Bob Dillon, sales manager, KRNT Des Moines;
George B. Storer Jr., general manager, KEYL (TV) San Antonio;
E. R. Vadeboncoeur, president, WSYR Syracuse.

ADJOURNMENT

7:30 p.m.

ANNUAL BANQUET, The Palladium

Friday, May 1

GENERAL SESSION—Mr. McCollough presiding.

10 a.m.—Biltmore Theatre
Special Feature—Award of Special Certificates on Membership Campaign.

10:30 a.m.
Panel of FCC members

11:15 a.m.
The Television Code (Television Code Review Board)
John E. Fetzer, president-general manager, WKZO-TV Kalamazoo, chairman;
Mrs. A. Scott Bullitt, president, KING-TV Seattle;
E. K. Jett, vice president-director of television, WMAR-TV Baltimore;
J. Leonard Reinsch, managing director, WSB-TV Atlanta, vice chairman.

12 noon
Annual Business Meeting—Judge Justin Miller, board chairman and general counsel, NARTB, presiding.

12:30 p.m.

ADJOURNMENT

Official Agenda Broadcast Engineering Conference

Wednesday, April 29

MORNING SESSION: 9:15 a.m.-12:30 p.m.

Presiding Officer: Frank L. Marx, vice president in charge of Engineering, ABC

Automatic Station Operation
By: Russell J. Tinkham, midwest district manager, Ampex Electric Corp.

Waveguides For UHF Television
By: R. C. Bickel, general manager, Andrew California Corp.

Contouring Of Television Antenna Patterns
By: L. O. Krause, section engineer, Commercial and Government Equipment Dept., General Electric Co.

Methods Of Control Of The Vertical Pattern Of Uhf And Vhf Antennas
By: L. J. Wolf and O. O. Fiet, engineers, Radio Corp. of America

The Studio Zoomar For Television Cameras
By: Frank G. Back, secretary, Television Zoomar Corp.

3-D Television—A Progress Report
By: Alex Quiroga and Glen Akins, staff engineers, ABC Hollywood

Conelrad
By Comr. George E. Sterling, FCC

Luncheon: 12:30 p.m.-2:30 p.m.

Address by Harold E. Fellows, president NARTB

AFTERNOON SESSION: 2:30 p.m.-5:30 p.m.

Presiding Officer: Royal V. Howard, executive engineer, Committee for Free Asia (formerly director of engineering, NARTB

Operation And Installation Problems Of Remote Control Equipment
By: William F. Rust, Jr., president, Rust Industrial Co.

Remote Control Of FM 10 kw Transmitter
By: Ben Akerman, chief engineer, WGST Atlanta

Proof Of Performance Measurements For Television
By: Rodney D. Chipp, director of engineering, DuMont Television Network

Experimental Booster Station For WSM-TV
By: John H. DeWitt, Jr., president, WSM-TV Nashville

High Efficiency AM Radiation From High TV Towers
By Glenn Gillett, Glenn Gillett & Associates

The Proper Care Of A Tower And Installation From A Tower Designer's Viewpoint
By: J. Roger Hayden, sales manager, Ideco Towers

Thursday, April 30

MORNING SESSION: 9:15 a.m.-12:30 p.m.

Presiding Officer: Raymond F. Guy, manager radio and allocations engineering, NBC

How To Set Up A Television Technical Operation With Two Persons
By: Albert J. Baracket, head of Studio Equipment Dept.; James Valentine, manager of TV Installation Dept., Federal Telecommunication Laboratories

The Multi-Scanner—A Versatile Scanner For Films, Opaques And Slides
By: George R. Tingley, head, Color and Video Techniques Department, and Jesse H. Haines, intermediate engineer, Color and Video Techniques, Allen B. DuMont Laboratories

Mechanisms In Transistor Electronics
By: Robert M. Ryder, electronics apparatus development engineer, Bell Telephone Laboratories

Developments In The Application Of Transistors
By: Allen A. Barco, section head, RCA Laboratories Div.

Television Transmission Test Equipment
By: Roy Moffett, staff engineer, NBC

NTSC Color Television
By: Dr. W. R. G. Baker, General Electric Co. chairman, National Television System Committee; Alternate: I. J. Karr, General Electric Co., vice chairman, NTSC Panel 18

Luncheon 12:30-2:30 p.m.

Address by the Chairman of the FCC

AFTERNOON SESSION: 2:30 p.m.-5:00 p.m.

Presiding Officer: Neal McNaughten, manager of engineering, NARTB

New Developments In Television
By: Neal McNaughten, manager of engineering, NARTB

Video Tape Recording
By: John T. Mullin, chief engineer, Electronics Div., Bing Crosby Enterprises

SYMPOSIUM—Low Budget Television Operations
Moderator: James L. Middlebrooks, engineering director, KING-TV Seattle
Panel: Leroy E. Kilpatrick, vice president and technical director, WSAZ-TV Huntington; Joseph Herold, station manager, KBTV Denver; Orrin Towner, director of engineering, WHAS-TV, Louisville

Friday, May 1

MORNING SESSION: 9:30 a.m.-12:30 p.m.

Presiding Officer: William B. Lodge, vice president in charge of engineering for CBS Radio and CBS Television

A Television Film Scanner Using Continuous Motion Film
By: Ernest H. Traub, project engineer, Philco Corp.

Installation Problems And Operating Results Of Diesel Electric Standby Units
By: R. V. Bradley, Sales Development Div., Caterpillar Tractor Co.

Development Of The Staticon Camera
By: Louis L. Pourciau, head of TV Development Section, General Precision Laboratory

Requirements For High Quality Television Film Projectors
Projectors
By: W. Earl Stewart, manager, TV Projector Engineering, RCA

Projector Maintenance And Test Films
By: Fred Whitney, test film engineer, Society of Motion Picture and Television Engineers, and Paul Huhndorff, chief engineer, KPRC-TV Houston

Approved Wiring And Control Methods And Devices For Television Studio Lighting
By: Herbert A. Kliegl, vice president, Kliegl Bros.

Progress In Studio Lighting
By Charles Shevlin, Sales and Development Engineering Staff, Century Lighting

CBS Television City Audio And Video Facilities
By: R. S. O'Brien, R. B. Monroe and P. E. Fish, senior engineers, CBS

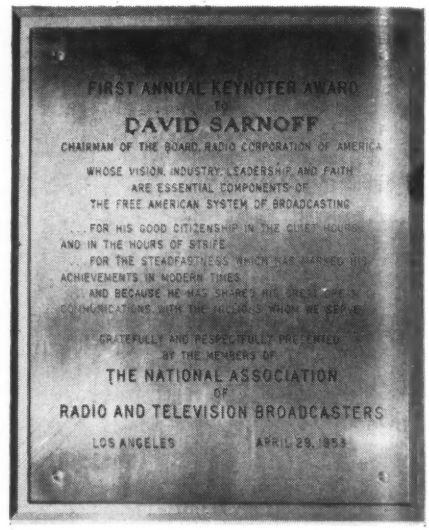
B•T Trophy Play Today

ANNUAL NARTB golf tournament for the B•T silver trophies will be held today (Monday) at Wilshire Country Club, 301 N. Rossmore Ave., Los Angeles. Trophies will be awarded for low gross and net scores. Buses will leave the Biltmore Hotel at 9:15 a.m., with play starting at 10 a.m. Blind bogey scoring will be used to determine handicaps. Last-minute entrants may take part in the tournament. Maury Long, B•T business manager, is in charge.

KEYNOTER AWARD CEREMONY WED.

BRIG. GEN. David Sarnoff, RCA board chairman, will receive NARTB's first annual Keynoter Award at the opening of the formal convention program Wednesday morning. The presentation will be made on the stage of the Biltmore Theatre, Los Angeles.

A new feature of the NARTB convention


FIRST ANNUAL KEYNOTER AWARD
TO
DAVID SARNOFF
CHAIRMAN OF THE BOARD, RADIO CORPORATION OF AMERICA
WHOSE VISION, INDUSTRY, LEADERSHIP AND FAITH
ARE ESSENTIAL COMPONENTS OF
THE FREE AMERICAN SYSTEM OF BROADCASTING
... FOR HIS GOOD CITIZENSHIP IN THE QUIET HOURS
AND IN THE HOURS OF STRIFE
... FOR THE STEADFASTNESS WHICH HAS MARKED HIS
ACHIEVEMENTS IN MODERN TIMES
AND BECAUSE HE HAS SHARED HIS GREAT DREAM OF
COMMUNICATIONS WITH THE MILLIONS WHOM WE SERVE
GRATEFULLY AND RESPECTFULLY PRESENTED
BY THE MEMBERS OF
THE NATIONAL ASSOCIATION
OF
RADIO AND TELEVISION BROADCASTERS
LOS ANGELES
APRIL 29, 1953

Plaque above will be presented to Brig. Gen. David Sarnoff, RCA chairman of the board, at the NARTB convention. Gen. Sarnoff, who will deliver the keynote address at the convention's formal opening, will receive NARTB's first annual Keynoter Award Wednesday morning. At left is the pocket key symbolizing that award.

format, the award creates the setting for delivery of the keynote address by Gen. Sarnoff. A gold plaque and key (see photos) will be presented to him.

Clair R. McCollough, Steinman Stations, chairman of the NARTB Convention Committee, will introduce Gen. Sarnoff to the convention at 10:50 a.m. Wednesday. After the keynote address, NARTB President Harold Fellows will present the plaque and key.

The award will be presented to Gen. Sarnoff for his "vision, industry, leadership and faith." Specific citations include: "For his good citizenship in the quiet hours and in the hours of strife; for the steadfastness which has marked his achievements in modern times, and because he has shared his great dream of communications with the millions whom we serve."

NETWORK AFFILIATES PONDER PROBLEMS

NETWORK affiliates, stirred by recent rate-cutting trends, will take up their problems at a series of early-week meetings at the Biltmore Hotel, Los Angeles (NBC rate story page 80). The All-Industry Affiliates Committee, headed by Paul W. Morency, WTIC Hartford, meets Tuesday at 4 p.m.

Mr. Morency has flatly indicated he does not wish to continue as chairman of the committee, formed two years ago during the industry convention when the national networks began a series of radio rate reductions based on the effect of TV. He will submit his report on committee activities.

The program will be informal. Election of a new chairman is scheduled following Mr. Morency's resignation, with the membership itself to decide what form the committee's future program should take. Open discussion of current rate problems is on the program.

NBC radio affiliates are scheduled to hold an organization lunch tomorrow (Tuesday) at the Biltmore [B•T, April 13]. About 75 stations will be represented, judging by advance reservations. Their first job will be to decide whether they should form an NBC radio affiliates committee functioning as opposite number to the NBC-TV Affiliates headed by Walter J. Damm, WTMJ-TV Milwaukee. The TV group was formed in late 1951 to handle special problems affecting NBC TV outlets.

Active in sponsoring the new NBC radio committee are:

William Fay, WHAM Rochester; Robert B. Hanna Jr., WGY Schenectady; Mr. Damm; P. A. Sugg, WKY Oklahoma City; John H. DeWitt Jr., WSM Nashville; H Quenton Cox, KGW Portland, Ore.; Joseph E. Baudino, Westinghouse Radio Stations Inc.; Mr. Morency; Harold Essex, WSJS Winston-Salem, N. C.; Campbell Arnoux, WTAR Norfolk, Va.; Wayne Coy, KOB Albuquerque; G. Richard Shafto, WIS Columbia, S. C.; Robert D. Swezey, WDSU New Orleans; George W. Norton Jr., WAVE Louisville; E. R. Vadeboncoeur, WSYR Syracuse, and Clair R. McCollough, Steinman Stations.

The list of events scheduled for the week includes network reception and business sessions. An MBS affiliates advisory meeting is scheduled at 10 a.m. this (Monday) morning, with a luncheon to follow.

A CBS-Pacific Network session is scheduled at 8:30 a. m. tomorrow (Tuesday). ABC and CBS affiliates luncheons also are scheduled that day.

Networks List Executives To Attend NARTB Convention

TOP EXECUTIVES of all the major networks, radio and TV, are slated to be in Los Angeles this week in conjunction with the NARTB convention.

Members of the various delegations, as indicated late last week, include in addition to those stationed on the West Coast:

NBC

President Frank White; Vice Presidents—William S. Hedges, in charge of integrated services; Robert Sarnoff, in charge of Film Div.; Charles R. Denny, in charge of o & o stations and staff engineering; Harry Bannister, in charge of station relations; O. B. Hanson, chief engineer; Frank Russell, in charge of Washington office. Treasurer—Joseph A. McDonald and the following: Sheldon Hickox, director of station relations; Thomas Knode, manager of station relations, and Donald Mercer, Raymond O'Connell, Paul Hancock, and Alan Courtney, station relations representatives.

Fred N. Dodge, director of merchandising, and Fred M. Keifer of merchandising department; Hugh M. Beville Jr., research director; Raymond Guy, manager of radio and allocations engineering, and Leroy Moffett, o & o staff engineering; John Cron, manager of TV film sales; Leonard Warrager, TV film sales; Charles Henderson, Film Div. director of publicity, and Thomas B. McFadden, director of national spot sales.

CBS-Radio

President Adrian Murphy, Station Relations Vice President William Schudt Jr., and Sales Vice President John Karol.

CBS-TV

President J. L. Van Volkenburg; Merle S. Jones, vice president in charge of owned stations and general services; H. V. Akerberg, vice president in charge of station relations; Robert F. Jamieson, sales service manager; Craig Lawrence, general manager of WCBS-TV New York; William B. Lodge, vice president in charge of engineering; Fritz Snyder, director of station relations; Robert Wood, assistant director of station relations, and Bert Lown, station relations representative; Wilbur S. Edwards, general sales manager, CBS-TV Film Sales, and Walter Scanlon, merchandising and promotion manager, CBS-TV Film Sales; George Arkedis, general sales manager, WBBM-TV Chicago, and William Ryan, production manager, WBBM-TV.

ABC

Charles T. Ayers, vice president in charge of the radio network; Ernest Lee Jahncke Jr., vice president and assistant to the president; Alexander Stronach Jr., vice president in charge of TV network; Robert H. Hinckley, vice president in charge of Washington office; Frank Marx, vice president in charge of engineering and general services; Alfred R. Beckman, national director of station relations, and William A. Wylie, manager of station relations.

Mutual

Thomas F. O'Neil, president and board chairman of Mutual, president of General Teleradio, General Tire & Rubber Co. subsidiary which operates its radio-TV properties, including Mutual; Glen Taylor, vice president of General Teleradio; Robert Schmid, Mutual vice president in charge of advertising, public relations and research and also a General Teleradio vice president; E. M. Johnson, Mutual vice president in charge of station relations and engineering and also a vice president of General Teleradio; James E. Wallen, secretary and treasurer of General Teleradio; Charles Godwin, Mutual director of station relations; Bob Carpenter, eastern manager of station relations; Roy Danish, director, commercial operations department; Dwight Martin, vice president of General Teleradio.

DuMont

Chris J. Whiting, managing director; Donald H. McGannon, administrative assistant to the director; Rodney D. Chipp, director of engineering; Elmore B. Lyford, director of station relations; Robert L. Coe, manager of station relations, and Robert S. Wolf, manager of Tele-Transcriptions dept.

FCC Ex-Chiefs at L. A.

FOUR former FCC Chairmen will join the new Chairman, Rosel H. Hyde, in taking part in NARTB convention week events at Los Angeles. The ex-Chairmen are Paul A. Walker, who continues as a member of the Commission; Charles R. Denny, NBC, and Paul A. Porter and James Lawrence Fly, practicing radio attorneys. NARTB convention headquarters said ex-Chairman Wayne Coy, KOB Albuquerque, N. M., has indicated he will be unable to attend because of illness. Ex-Chairman-Comr. Walker will introduce Chairman Hyde, principal speaker at the Thursday convention luncheon.

GE to Demonstrate One-Man 'Package' TV

A LOW-COST "package TV station" will be demonstrated Tuesday by General Electric Co. at its NARTB convention exhibit in the Biltmore Hotel, Los Angeles. Designed to hasten the advent of TV in 1,100 small cities (under 50,000 population) alloted channels by the FCC, the station requires only a single technical operator to prepare and broadcast film and network programs.

Equipment will cost about a fourth that of today's average station, which employs upwards of three technicians, according to GE.

Frank P. Barnes, GE broadcast equipment sales manager, said the package station, available in uhf or vhf and in several different power ratings, "is not intended as a cure-all for technical operations of a TV station but rather to provide a means for station owners to get on the air with a minimum investment."

Heart of the unit is a new switching system developed by GE permitting a single operator to control from a central point the transmitter, slide and film projectors, audio and transcription facilities, and network programs. All gear would be in the transmitter building, with the operator setting up slides and films in advance. Additional equipment may be added easily. Several transmitter-antenna combinations are available.

Standard Electronics Unveils New All-Purpose TV Camera

NEW all-purpose TV camera, which can be used for both live and film pick-ups and which is cheaper, lighter and smaller than the usual TV camera, was previewed Tuesday at a news luncheon in New York by its maker, Standard Electronics Corp. Unit will receive its formal debut this week, when it will be demonstrated and displayed at the NARTB Convention.

Named the "Multi-Con," the camera weighs 72 pounds, compared to 125 pounds for the conventional camera, William Zillger, Standard vice president, said, and is about one-third smaller. These factors are important when in remote pickup use. Because it can be used for film as well as live programming, he said, two of these cameras, costing approximately $15,000 each, can do the work of three in the usual station set up—two studio cameras at $17,500 each and a film camera at $11,500—saving the station about a third in its camera expense.

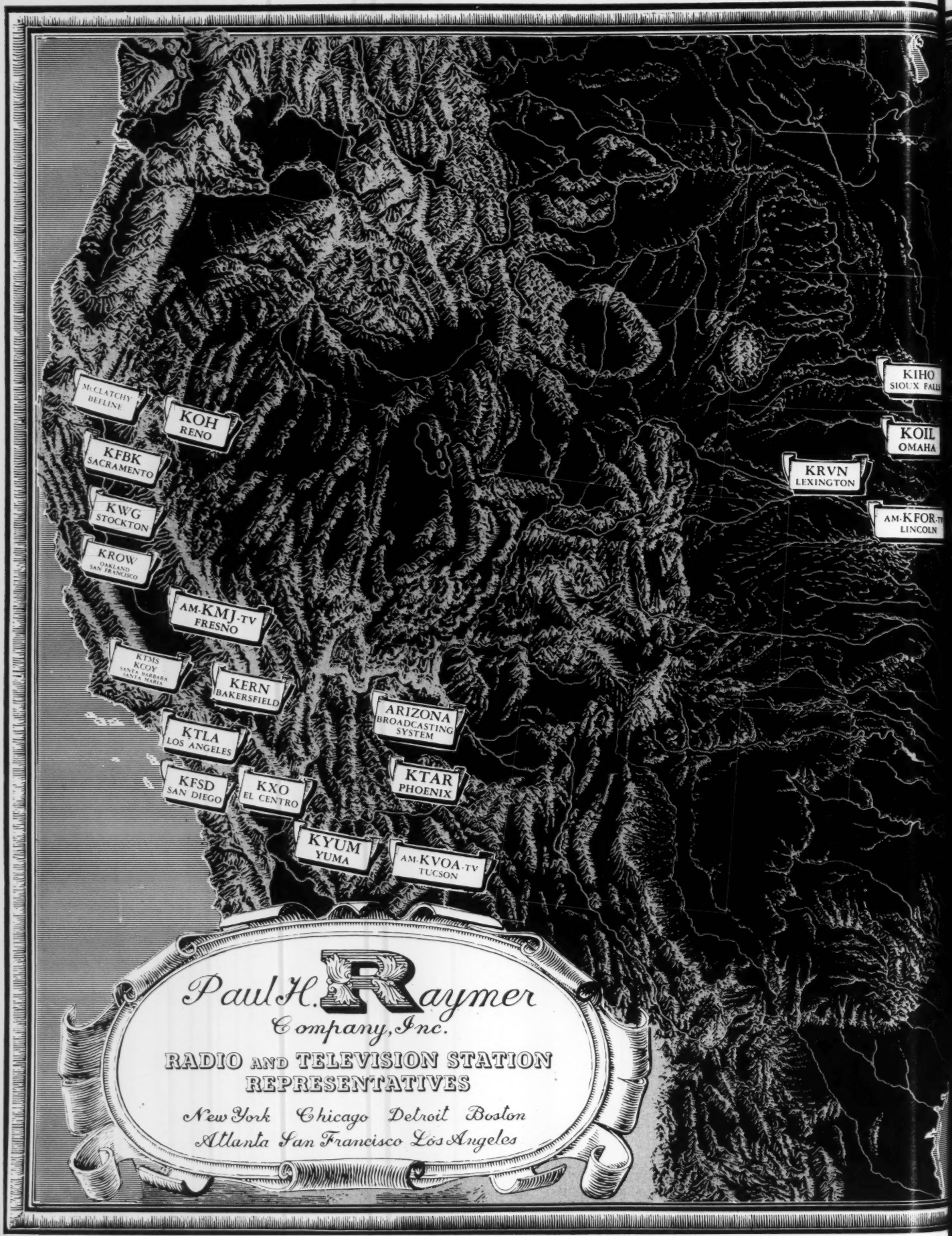
Operating costs with the "Multi-Con" also are less, Mr. Zillger said, because of its special tube which costs only $300, compared to $1,200 for an Image Orthicon camera tube, and has a life of "at least 1,000 or 1,200 hours." He declined to reveal details of the tube's construction, but said it could be used continuously, without rest periods.

With most of the electronic controls removed, the Multi-Con camera has only a single control for lens position and focusing and an electronic viewfinder, Mr. Zillger said. The lens is a 16mm Zeiss, he said, costing $150 instead of $900 for a 35mm lens.

NARTB Exhibits Add Six

SIX exhibitors made last-minute arrangements to take part in the NARTB exposition at the Biltmore Hotel, Los Angeles, during convention week. Their applications were approved after the April 20 B•T had gone to press with an article summarizing all exhibits (see list of display space, page 84).

Late exhibitors were announced as follows: Cinetel Products Co., Room 2334; Harriscope Inc., Room 2311; International Business Machines Corp., Room 2336; Hank McCune Show (Video Pictures), Room 2310, and Translux Corp., Room 2352.


McCLATCHY BELLINE
KOH RENO
KFBK SACRAMENTO
KWG STOCKTON
KROW OAKLAND SAN FRANCISCO
AM-KMJ-TV FRESNO
KTMS KCOY SANTA BARBARA SANTA MARIA
KERN BAKERSFIELD
KTLA LOS ANGELES
KFSD SAN DIEGO
KXO EL CENTRO
KYUM YUMA
ARIZONA BROADCASTING SYSTEM
KTAR PHOENIX
AM-KVOA-TV TUCSON
KIHO SIOUX FALLS
KOIL OMAHA
KRVN LEXINGTON
AM-KFOR-TV LINCOLN
Paul H. Raymer Company, Inc.
RADIO AND TELEVISION STATION REPRESENTATIVES
New York Chicago Detroit Boston
Atlanta San Francisco Los Angeles

50 0 50 100 150 200 250
Scale of Miles
AM-WTAC-TV
FLINT
WARC
ROCHESTER
WDRC
HARTFORD
WPRO
PROVIDENCE
WQXR
NEW YORK
AM-WSBT-TV
SOUTH BEND
WTOL
TOLEDO
AM-WKBN-TV
YOUNGSTOWN
WKJG
FORT WAYNE
WCAO
BALTIMORE
WHKC
COLUMBUS
WDNC
DURHAM
WDOD
CHATTANOOGA
AM-WNOK-TV
COLUMBIA
AM-WBRC-TV
BIRMINGHAM
WLOF
ORLANDO
WINZ
MIAMI

EISENHOWER AMONG THOSE LAUDING RADIO, TV SERVICE

President lauds broadcasters for their voluntary contributions of time and facilities to public service activities of the government and other private agencies. Joins executives of federal agencies as well as civic agencies in paying respects to stations and networks as well as the Advertising Council.

HIGH officials of government and private organizations, including President Dwight D. Eisenhower, have joined in paying tribute to radio and TV stations and networks, along with the Advertising Council, for their outstanding role in promoting public service projects.

Letters and telegrams to NARTB President Harold E. Fellows and to Theodore S. Repplier, Advertising Council president, will be dramatically displayed by the council at the NARTB convention in Los Angeles this week.

President Eisenhower wrote Mr. Fellows that the nation's broadcasting system testifies to the "extraordinary achievements that are possible in a free and competitive economy." He noted that radio reaches 98% of U. S. homes and TV "soon may match that record." (See facsimile of letter page 36.)

In a letter to Mr. Repplier, President Eisenhower observed that advertising media have demonstrated the benefits of cooperation in a free society, contributing to the welfare of all Americans.

Mr. Repplier will attend the Los Angeles convention. At the Wednesday convention luncheon he will present to Mr. Fellows the American Heritage Foundation's media award. This award is based on the concededly dominant role played by radio and television in promoting registration and voting during the last Presidential campaign.

Joining President Eisenhower and others in recognizing advertising's role in public welfare, Secretary of the Treasury G. M. Humphrey wrote President Fellows last Wednesday, asking him to extend the Treasury's "deep appreciation for the splendid contribution of the broadcasting industry to the U. S. Savings Bonds program."

Mr. Humphrey continued:

"Through the years, radio and television stations and networks have played a leading part in promoting the Savings Bond thrift habit. Their generous donation of time and service has been one of the key factors in the building of individual Savings Bond holdings to the present $45.9 billion total. This represents both an important measure of security to the citizens who own them, and a powerful stabilizing force in our national economy."

Among nearly two-score letters and telegrams to be displayed by the council are these excerpts from greetings from important officials of leading public and private groups:

Henry Cabot Lodge Jr., head of U. S. mission to United Nations—"Let me express my sincere appreciation for the splendid cooperation you gave in bringing to the American people the story of the day-to-day activities of the United Nations."

'Distinguished Public Service'

E. Roland Harriman, president, American Red Cross—"A salute from the American Red Cross to your station members and the Advertising Council for their distinguished record of public service."

Paul Comly French, executive director, CARE—"Everyone connected with radio and television has been wonderful to CARE and the results are close to 15 million CARE packages sent to our needy friends abroad."

Basil O'Connor, president, National Foundation for Infantile Paralysis—"I would like to take this opportunity to salute broadcasters and the Advertising Council for their fine cooperation with the work of the foundation and its March of Dimes activities. Without this wholehearted voluntary assistance I sincerely believe the conquest of infantile paralysis would not be as close as it actually is today."

Arthur S. Flemming, Director of Defense Mobilization—"I wish to thank you for willing and generous cooperation in helping us collect blood. The increased collections and added public awareness of the real need for blood have been due in large part to the fine work by your members and the Advertising Council."

Commenting on advertising's contribution to public welfare, President Eisenhower has formally voiced the off-record comments he made March 24 at the ninth annual White House Conference of the council [B•T, March 30].

Nearly 200 advertising and business executives representing a substantial portion of the American economy took part in the White House conference, which was addressed by high government officials. Philip L. Graham, publisher of *The Washington Post* (WTOP-AM-TV Washington, WMBR-AM-TV Jacksonville, Fla.), in accepting the council's board chairmanship, told the group that media have given $1½ billion in time and space donations for public service causes.

Text of the President's letter follows:

Dear Mr. Repplier:

Thank you for your gracious letter of March twenty-seventh.

The Advertising Council and the business concerns associated with it need no praise from me. The results of your work are obvious. The various government departments whose programs you have done so much to forward have reason to be grateful to you. Your combined efforts have been worth many millions of dollars to our government. And I like to think that the public spirit which has motivated you will continue to grow under this administration.

When I spoke to your group on March twenty-fourth, I said I thought it one of the most important agencies in the country. In contrast to the controlled or totalitarian society, ours flourishes on free cooperation among individuals toward common purposes. So long as individuals do cooperate to get things done, freely instead of under coercion, our kind of society retains its elasticity and its dynamism. Your activity fits importantly into this framework. Once appreciating a need, the American people are quick to act. But public education and communication are difficult. Through the Advertising Council complex, people are made aware of the programs in which they can cooperate. Whether the cooperative action be donation of blood or investment in Savings Bonds, the collection of steel scrap or conservation of natural resources, you have demonstrated the possibility of public response in witness of a free society in action, at its best.

Sincerely,

(Signed) Dwight D. Eisenhower

ONE of the largest Baltimore radio contracts is claimed by WITH that city in its sale to North Avenue Market of one-hour *Melody Market* three times a week. Signing (l to r): Seated, Dick Scott, director of North Avenue Market, and Mrs. Ellen Stoutenberg, program director; standing, John Lampe, Lampe Adv.; Dan Hydrick, WITH account executive; Howard Rudolph, *Melody Market* m.c., and George Horshoff.

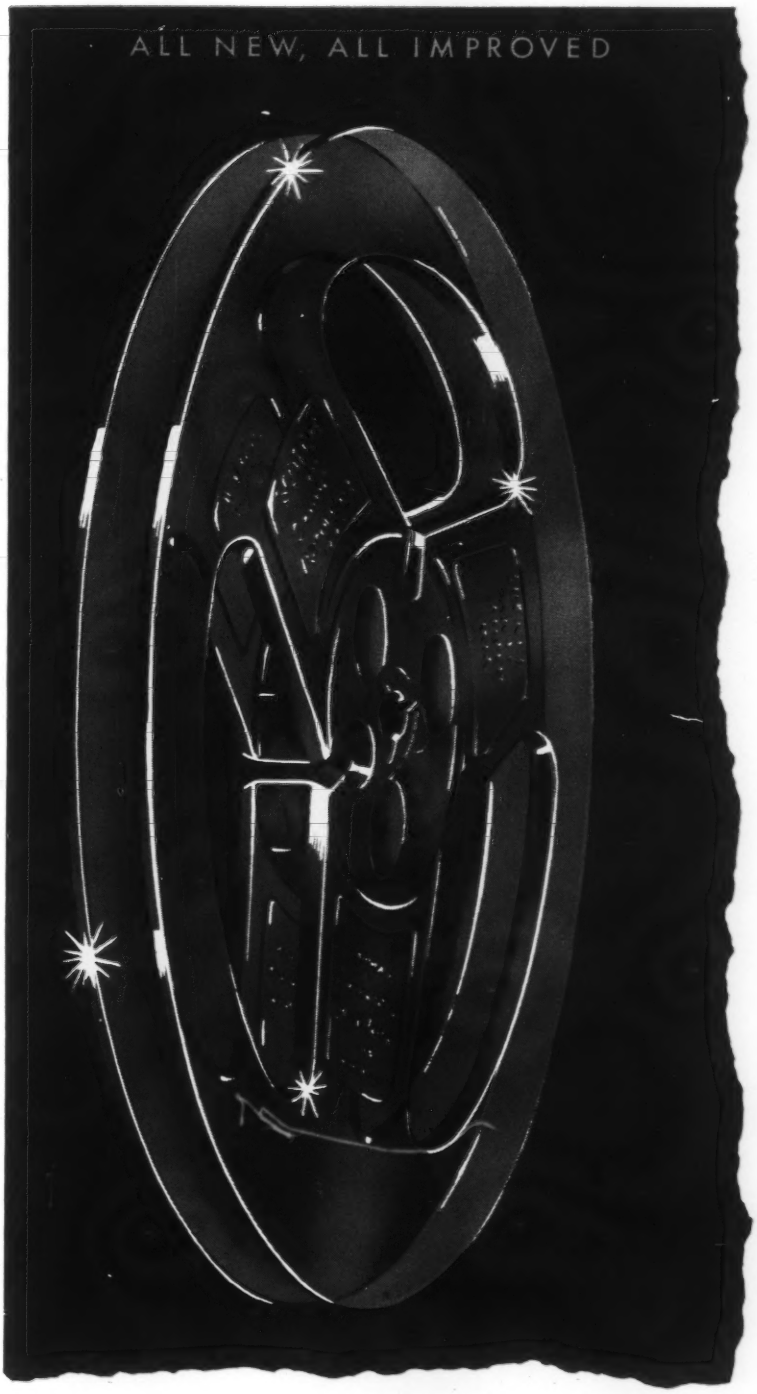
Radio-TV Media Praised For Defense Bond 'Sales'

ABILITY of radio and TV broadcasting to "sell" Defense Bonds provides a "success story" that has drawn official praise from Elihu E. Harris, director of advertising and promotion, U. S. Savings Bond Division.

On the eve of the NARTB Los Angeles convention, where the division will have an exhibit, Mr. Harris said, "What people hear on radio, and see on television, has an important bearing on what they do." He described the media as "more than purveyors of entertainment—messengers of service—salesmen of merchandise. They are an integral element of American life—part of the very fabric of modern living."

Reminding that 43 million people own $49.5 billion dollars' worth of savings bonds, Mr. Harris added, "Broadcasting is people, too—the millions of families who listen to radio each day, the millions to whom television is opening new vistas of life and experience." His tribute to broadcasting was titled, "Three (hundred) Little Words Which Simply Say—'Thanks a 49½ Thousand Million'."

XUM



It's the exclusive

REG U.S. PAT. OFF.
SCOTCH BRAND

"V" SLOT 7" PLASTIC REEL

Now—enjoy the ultimate in easy handling, in smooth performance on all machines with the all new, all improved "Scotch" Brand "V" slot 7" reel. It's the first truly *functional* plastic reel. 1200 ft. lengths of 111A and the sensational new 120 "*High-Output*" "Scotch" Brand Magnetic Tape are wound on this new "V" slot 7" reel—splice free.

Check these exclusive features:

- **"V" SLOT.** Say goodbye to threading problems with the easiest, quickest threading device yet perfected.
- **LARGE 2¼" HUB.** The only reel that accommodates standard lengths of all magnetic tapes and minimizes timing errors. Eliminates tape spillage in rewind.
- **WIDE SPOKES.** 45% more plastic has been added for extra rigidity. Runs true, balanced to a whisper.
- **TAPERED FLANGES** eliminate frayed tape edges. Get a smoother wind with this precision feature.
- **EASIER LABELING.** Extra large unobstructed writing and labeling surface for added convenience.

Your electronic parts distributor has it!
Order today!

● 111-AP Magnetic Tape also available on the "SCOTCH" Brand professional reel.

Costs no more than ordinary reels

REG U.S. PAT. OFF.
SCOTCH BRAND **Magnetic Tape**

3M COMPANY

High Output and HO *TM 3M Co.* The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

SOAP COMPANIES FORM FRONT RANK IN BUSY WEEK OF RADIO-TV BUYS

B•T cross-check reports: P&G shows preference for daytime TV; Lever Bros. reaffirms belief in nighttime radio; Colgate takes nighttime video and experiments in color commercials. Drugs, automotives, and one appliance firm add to the impressive week of industry action.

SOAP COMPANIES spearheaded impressive radio-TV action last week, followed strongly by drugs and automotives and one appliance firm—in all, eight major advertisers representing four large industries.

That was the tally of a B•T business cross check, which showed activity by Procter & Gamble Co., Colgate-Palmolive-Peet Co., Lever Bros., Pearson Pharmacal Co., Bristol-Myers, Pontiac cars, Chrysler cars, and Sunbeam Co.

Procter & Gamble's daytime television activity, starting in June, will include sponsorship of three half-hours of *Welcome Travelers* per week and three alternating half-hours of another NBC-TV show yet to be set in the same time spot, 3:30-4 p.m. In the fall the firm will expand the *Welcome Travelers* show to four half-hours per week, still retaining three half-hours for the alternate program. The time of the shows will then be moved 30 minutes to 4-4:30 p.m.

P&G, through Benton & Bowles, New York, also is considering two possibilities as a replacement for its Red Skelton show next season. One of the programs is *Oops Miss Daisy*, an NBC-TV show which, if purchased, would enable the firm to retain its 10-10:30 p.m. Sunday time on the NBC-TV network. The other offering being considered is the Ray Bolger show, which ABC-TV is actively pressing for that network's 10 p.m. Sunday time. Talent cost on the show is approximately $41,000. NBC-TV officials are fairly confident that they will be able to keep the sponsor for the Sunday time, it was understood. P&G definitely will retain its 7 p.m. Sunday night time on NBC-TV with the new *Paul Winchell-Jerry Mahoney Show*, slated to start next fall.

P&G plans for Oxydol and Dreft (through Dancer-Fitzgerald-Sample) have not yet been formulated, a company spokesman told B•T. Sponsorship of the *Beulah* show on ABC-TV will be cancelled, effective in October, and the fate of this budget still is in the balance.

Colgate-Palmolive-Peet, meanwhile, has started shooting experimental television color commercials. The company feels that it should be prepared for the eventual advent of color and that all possible difficulties should be understood and ironed out before its arrival.

Leslie Harris, director of radio-TV for Colgate, told B•T that the firm will experiment with all the various brands of film, such as Kodachrome, Ectachrome, and Ansco.

Lever Bros. (Rayve Creme Shampoo) displayed its faith in nighttime radio when it placed an order for five MBS evening programs on 480 stations, effective June 1. This will be one of the largest known nighttime network radio hookups for a single product. The shows were bought under the Mutual Multi-Message Plan on a Monday-through-Friday basis, 8-8:30 p.m. EDT. Programs are *Adventures of the Falcon, Mickey Spillane Mysteries, Crime Files of Flamond, Official Detective,* and *Take A Number.* Other sponsors of the programs are General Mills and R. J. Reynolds Tobacco Co.

Nighttime radio is the only medium to be used for Rayve for its 26-week campaign, which was placed direct by the advertiser. In addition, Lever Bros.' Lux, which normally takes an eight-week summer hiatus for *Lux Radio Theatre* on CBS radio, has decided to retain the program and has cut the hiatus period to four weeks. Lever also will increase its three-days-a-week sponsorship of Art Linkletter's *House Party* to four days, effective May 1 (CBS-TV 3:30-4 p.m. EDT). Lever is taking over the time normally sponsored by Green Giant (corn and peas). The latter firm asked to be allowed to drop out for 13 weeks while it renews its stock, reportedly depleted as a result of sales for which the program was given a large share of credit. Green Giant will return, it was understood, directly after the 13-week breather.

Another Mutual sale was rung up when Bristol-Myers, in behalf of Vitalis, signed to sponsor the five-minute warm-up session, immediately preceding the seven-a-week broadcasts of *Game of the Day*, effective last Wednesday. With the addition of the Vitalis sponsorship, the MBS sports feature is completely sold out. Falstaff Brewing Corp., R. J. Reynolds, and General Mills are the other sponsors. Doherty, Clifford, Steers & Shenfield, New York, is the agency for Vitalis.

Pearson Pharmacal Co., New York, for Ennds, dropped its alternate-week sponsorship of *Eye Witness* on NBC-TV, Mondays, 9-9:30 p.m., claiming "non-delivery" of clearance on stations previously promised. The firm also pulled out of its contract with NBC-TV for sponsorship of the *Ethel & Albert* show on NBC-TV which was to go on the air last Saturday.

Lester Amster, president of Pearson Pharmacal, told B•T that the company had called off its participation because of the "non-delivery of the circuit of stations promised" by the network. Mr. Amster said, however, that the firm probably would return to television.

An NBC executive denied the report that the stations weren't cleared and pointed out that under FCC regulations no network could guarantee complete delivery of all stations.

While NBC's legal department studied its moves in the matter, NBC-TV signed another sponsor for *Ethel & Albert*. Sunbeam Iron Co. will underwrite the show, effective May 9, through Perrin-Paus, Chicago agency, in the Saturday, 7:30-8 p.m. EDT time.

My Hero, sponsored by Dunhill in the 7:30-8 spot to be taken over by Sunbeam, will move into the 8-8:30 p.m. EDT period and will be followed by the *Original Amateur Hour* (8:30-9 p.m. EDT).

Chrysler Corp., through BBDO, New York [B•T, April 20], is conferring with Worthington Miner for a show called *Medallion Theatre*. The problem there, however, is that Mr. Miner has an NBC exclusive contract.

Pontiac cars, through McManus, John & Adams, New York, is looking for a half-hour television show for next fall. Among the programs being considered is one in which Dave Garroway would be featured in a nighttime show.

MacManus, John & Adams Realigns Executive Staff

REALIGNMENT in account supervision on an executive level was announced last week by MacManus, John & Adams, Detroit. W. A. P. John, agency board chairman, has assumed active supervision of the Pontiac account, with Vice President Paul Foley continuing as account manager. Harvey G. Luce, executive vice president, has been given additional duties as agency general manager.

Hovey Hagerman, vice president, has been relieved of direct connection with the agency's Bendix Aviation account to become chairman of the plans board, a newly-created post. Replacing Mr. Hagerman as supervisor of Bendix is Vice President John R. MacManus. The latter also will continue to supervise the Champion Spark Plug account.

National Biscuit Co. Sets $2.5 Million for Radio-TV

NATIONAL BISCUIT Co.'s radio-TV budget this year will be 30% over that of 1952, marking a total of approximately $2.5 million allocated for the two media, George Oliva, advertising manager, told B•T last week.

National Biscuit will continue to sponsor its Arthur Godfrey segment on CBS Radio and to place its local supplementary radio spot campaigns. The company plans to increase its TV spot schedule.

McCann-Erickson, New York, is the agency.

Gen. Foods Names Three

THREE promotions for marketing personnel in General Foods' Associated Products Div. were announced last week by Robert H. Bennett, general manager. They are: Robert I. Garver, sales and advertising manager for Certo and Sure-Jell fruit pectins, will assume additional duties as Calumet Baking Powder sales and advertising manager; Joseph Axelrod, merchandising manager for the Jell-O line and other bulk products, will become sales and advertising manager for these products, and William J. Ross, Chicago district sales manager for Diamond Crystal Salt, will take over the new post of division field promotion manager.

Gillette Signs for Derby

GILLETTE Co. last week signed to sponsor the broadcast and telecast of the Kentucky Derby from Louisville May 2 over CBS Radio and CBS-TV, after Red Cross entered discussions and Derby officials reduced the rights price, which now goes to the Red Cross (CLOSED CIRCUIT, April 13.) CBS-TV coverage will extend from 5-5:45 p.m. EDT; CBS Radio's, 5:15-5:45 p.m. EDT. Gillette agency: Maxon Inc., N. Y.

NEW BUSINESS

Pan American Coffee Bureau, N. Y., starts alternating five-minute segment of *Jimmy Wakely Show* on 22 Columbia Pacific Radio Network stations, Mon. through Fri., 4:10-4:30 p.m. PDT, for 52 weeks from May 4. Agency: Cunningham & Walsh, N. Y.

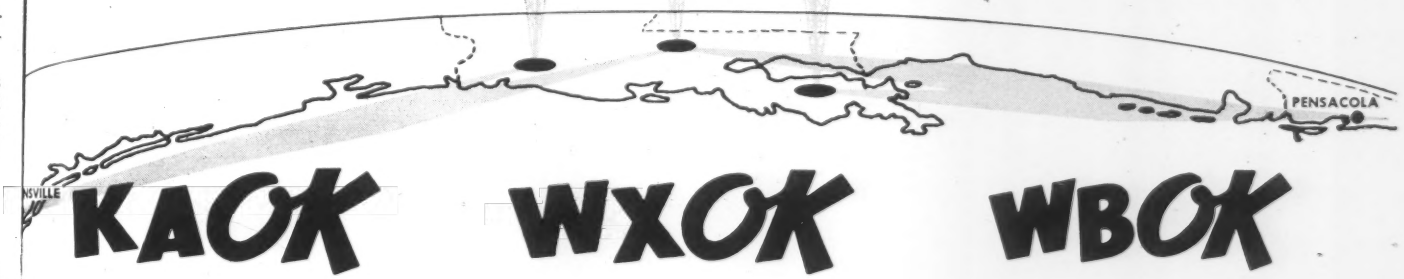
Sheaffer Pen Co. will co-sponsor *Jackie Gleason Show* over CBS-TV for 26 weeks starting June 20. Firm will also sponsor May 9 show. Agency: Russel M. Seeds Co., Chicago.

Leslie Salt Co., S. F., starts first quarter-hour segment of *Meet the Missus Varieties* on 27 Columbia Pacific Radio Network stations, Sat., 11:30 a.m.-12 noon (PDT), for eight weeks from May 2. Agency: Honig-Cooper, S. F.

the OK Group

YOUR BEST BUY . . . COVER THE GOLD COAST OF THE GULF AREA

CONTINUOUS COVERAGE FROM THE TEXAS BORDER TO PENSACOLA, FLORIDA



KAOK

LAKE CHARLES 1400 KC
Pop. 60,000 Family Income $9078

Highest income to workers in the state and one of the highest in the South. Large industrial, high paid working force that respond to mass appeal programming of the station.

Top Rated Air Salesmen

The highest rated disc jockey in the state in the morning . . . outsells and outpulls every national competitive show. A famous name negro disc jockey also beats all competition of other air shows. Nielsen and O'Connor surveys show KAOK leads the town in audience appeal.

Low Cost

Combine your buying on this 3 station network and by making this thrifty buy KAOK comes to you at a cost that makes this a bonus buy for the smart advertisers. National brands have been sold in a proven and tested manner on KAOK.

WXOK

BATON ROUGE 1260 KC
Pop. 135,000 Family Income $5912

Big payroll town. Large potential sales area . . . one of the ten fastest growing cities in America.

Towns Most Popular DJ's

The most famous hillbilly in the town . . . the best known country character . . . the idol of the negro jazz and jive fans and the hero of the negro women's audience . . . these disc jockeys have captured a buying audience that believes in them.

Low Cost

Now national and regional advertisers can wrap up this market at a new low cost . . . buying three markets and getting a discount that brings this important market in at an amazing low rate. Every type of merchandiser has already gotten results.

WBOK

NEW ORLEANS 800 KC
Pop. 600,000 Family Income $5225

Fast industrial growth. Higher spendable income . . . Unusual city improvements . . . a natural major market for a national advertiser seeking larger trading area coverage.

Nationally Recognized Disc Jockeys

Great performers including the number one negro disc jockey for jivers and the number one negro spiritual disc jockey also the two best known hillbilly air salesmen in the area. They sell . . . sell . . . sell for more national advertisers than all other 6 independent stations combined.

Low Cost

Latest Nielsen Survey proves WBOK to have the lowest cost per listener of any station in the city of New Orleans. Hooper first showed it . . . O'Connor verified it—now Nielsen confirms the fact that WBOK is the most listened to independent station in New Orleans.

THRIFTY PURCHASE . . . One Contract . . . One Affidavit . . . One Billing.

Save time . . . make the network buy and save money. Give your advertiser coverage that equals high power and high priced coverage at less than half the cost to you.

WRITE . . . WIRE . . . FOR AVAILABILITIES.

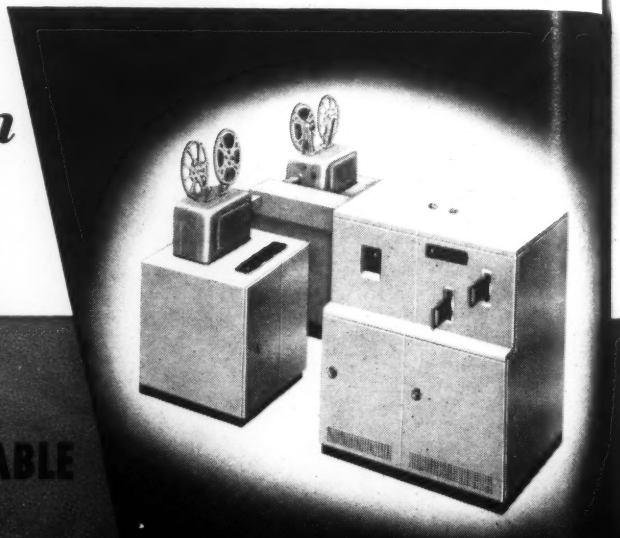
Forjoe and Co.
National Reps.
New York, Chicago, Los Angeles, San Francisco and Atlanta

the OK Group

Stanley W. Ray Jr.
Vice President and General Manager
505 Baronne Street
New Orleans, La.

THIS IS THE *Only* WAY...

to guarantee the finest TV film reproduction



Now COMMERCIALLY AVAILABLE

REVOLUTIONARY NEW...

a full year ahead of schedule . . .

A year ago when the Film-Scanner was first shown, everyone who saw it operating wanted to know, "When?" Deliveries were quoted as being, at the earliest, in 1954. Through a tremendously stepped-up development program, the Film-Scanner is now ready for scheduled production. Some time will elapse before production can possibly catch up to the unprecedented demands for this equipment. Orders are being accepted and deliveries scheduled on a priority basis.

FOR THE COMPLETE STORY
ON THE FILM-SCANNER
WRITE FOR BROCHURE TR-394

DU MONT HAS CONSTANTLY MAINTAINED LEADERSHIP IN TELEVISION SCANNER PRODUCTION AND DEVELOPMENT

XUM

SMOOTH, SIMPLE OPERATION: 16 mm film pickup can be remotely started, stopped, *reversed*, or operated single frame. Simple switching of video from 16 mm film to opaque pickup.

NO SHADING OPERATOR REQUIRED: Shading controls are not required. Picture inherently free from edge flare and shading—simple, high quality operation.

FILM MOVES CONTINUOUSLY: No noisy, wearing, tearing, intermittent claw mechanisms — extremely quiet, continuous-motion operation.

NEW CATHODE-RAY TUBE: The Heart of the Film-Scanner. The result of years of Du Mont leadership in Cathode-Ray Tube design. The brightest scanner raster yet developed — light intensity many times the output of conventional tubes—extremely long life.

SPECIALLY DESIGNED MULTIPLIER PHOTOTUBE: Extremely high gain accomplished by extra-sensitive photocathode averaging 60 ua/lumen—multiplication factor: 700,000 to 2,000,000. High degree of stability. Spectral response predominates in visible region.

FILM AND OPAQUE-SLIDE PICKUP: Finest reproduction of 16 mm movie or 4" x 5" glossy or matte finish prints.

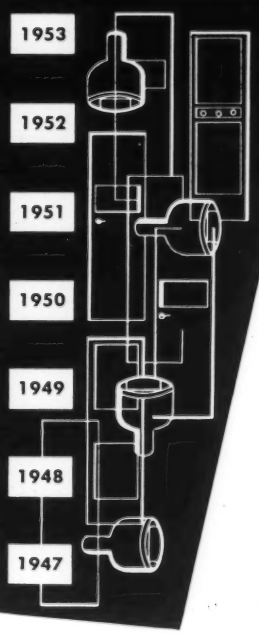
SIMULTANEOUS SIGNALS: Simultaneous video from each of two 16 mm film pickup machines or from each of two opaque pickups.

FILM SHRINKAGE COMPENSATOR: Built-in unit reproduces old or new film alike—smooth operation.

GAMMA CORRECTED: Excellent reproduction of the gray scale.

AUTOMATIC SLIDE CHANGER: Provision made for 2" x 2" glass slide automatic changer — a plus feature of the Film-Scanner.

Film-Scanner



HERE is the film pickup system everyone has been talking about since its first public demonstration at the 1952 N.A.R.T.B. Show. Here is the seemingly magic device that has been hailed as one of the greatest advancements in television . . . now as a commercial reality . . . ready for you.

The Film-Scanner offers the television broadcaster entirely new standards of *film, opaque and slide* pickup far superior to any system employing iconoscope or image orthicon tubes. In addition, operating costs of this system are a fraction of the costs of any previous system.

The development of scanner techniques is backed by knowledge gained through years of experience. From the great engineering achievements of the Monochrome and Universal Color Scanners, Du Mont has applied these well learned and proved principles to the ultimate in fine film reproduction equipment—the FILM-SCANNER. Years of experience in scanner techniques combined with the new continuous motion mechanism has resulted in a film pickup system of extreme simplicity. This is the final solution in answering all television film pickup problems of small and large stations alike.

TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

DU MONT

XUM

You can multiply exposures with strobe light—but not nearly so effectively as you can multiply impressions in the rich Indianapolis market. On WFBM-TV, one picture is worth 332,000 homes. *(number of sets in area April 20, 1953).*

Photo Courtesy A. G. Spalding & Bros., Inc.

WFBM-TV INDIANAPOLIS
CHANNEL 6
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Affiliated with **WFBM (AM)**; **WEOA**, Evansville; **WFDF**, Flint; **WOOD (AM & TV)**, Grand Rapids

WEED TV ANALYSIS BREAKS DOWN RATE AVERAGES ON NATION'S 162 STATIONS

An advertiser buying a 20-second spot on each of the nation's 162 operating video outlets would pay $22,453.75, Weed Television's annual compilation of station rate cards reveals.

A 20-second spot announcement on each of the nation's 162 operating television stations would cost an advertiser $22,453.75, based on their one-time, Class A rates, according to Weed Television's annual analysis of TV station rate cards, being released today (Monday).

Station by station, the 20-second rate ranges from a low of $20 to a high of $875, for an overall average of $138.60—38 cents less than the average per-spot cost shown in the station representation firm's November 1951 analysis, when 109 stations were operating and the total cost of one 20-second spot on each was $15,149.

An exhaustive compilation, the analysis is

TELESTATUS®

Weekly TV Set Summary—April 27, 1953—TELECASTING SURVEY

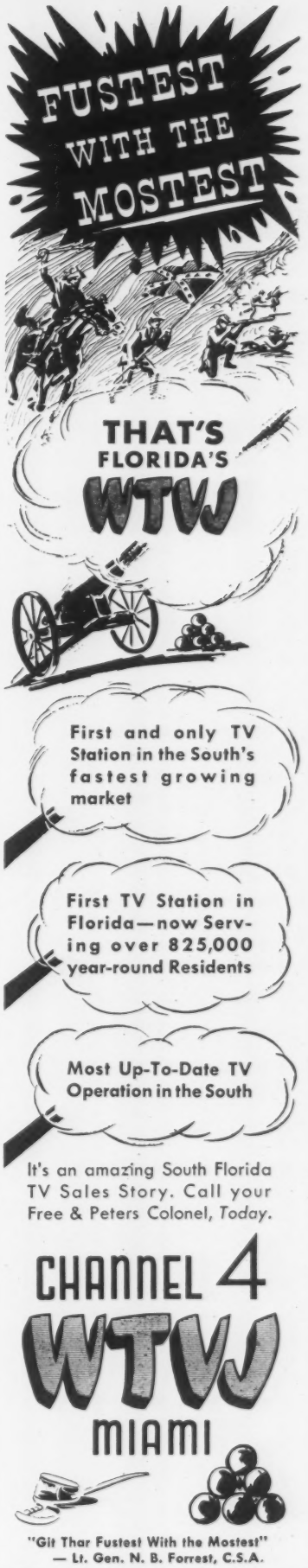
City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	167,569	.....
Amarillo	KGNC-TV, KFDA	21,495	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	270,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	27,062	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	473,873	.....
Bangor	WABI-TV	16,000	.....
Baton Rouge	WAFB-TV	.....	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	155,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,043,130	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	343,998	.....
Charlotte	WBTV	317,215	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	407,000	.....
Cleveland	WEWS, WNBK, WXEL	750,709	.....
Colorado Springs	KKTV	16,500	.....
Columbia	WCOS-TV	.....	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	262,586	.....
Davenport	WOC-TV	190,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	22,216	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	262,586	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	161,030	.....
Harrisburg	WHP-TV	35,000	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	17,597	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	188,992	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	13,420
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC-TV	642,428	.....
Kalamazoo	WKZO-TV	282,511	.....
Kansas City	WDAF-TV	288,366	.....
Lancaster	WGAL-TV	216,701	.....
Lansing	WJIM-TV	174,350	.....
Lawton	KSWO-TV	.....	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,559,976	.....
Louisville	WAVE-TV, WHAS-TV	238,066	.....
Lubbock, Tex.	KDUB-TV	22,104	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	201,800	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	427,045	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	111,309	.....
New Britain	WKNB-TV	.....	53,017
New Castle	WKST-TV	.....	27,763
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	167,133	.....
Oklahoma City	WKY-TV	206,765	.....
Omaha	KMTV, WOW-TV	181,433	.....
Peoria	WEEK-TV	.....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,217,138	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	610,000	.....
Portland, Ore.	KPTV	.....	84,245
Providence	WJAR-TV	429,005	.....
Pueblo	KDZA-TV	16,000	.....
Reading	WHUM-TV, WEEU-TV	.....	84,748
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	180,000	.....
Rockford	WTVO	.....	.....
Rock Island	WHBF-TV	190,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Saginaw-Bay City-Midland	WKNX-TV	.....	20,125
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	138,180	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	265,900	.....
Seattle	KING-TV	254,100	.....
Sioux City	KVTV	37,097	.....
Sioux Falls	KELO-TV	21,500	.....
South Bend	WSBT-TV	.....	35,500
Spokane	KHQ-TV, KXLY-TV	28,442	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	.....	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	243,000	.....
Tijuana (Mexico) San Diego	XETV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	142,360	.....
Utica-Rome	WKTV	91,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV, KFDX-TV	.....	.....
Wilkes-Barre	WBRE-TV	.....	58,800
Wilmington	WDEL-TV	134,034	.....
York	WSBA-TV	.....	30,000
Youngstown	WFMJ-TV, WKBN-TV	.....	31,300

Total Stations on Air 169*. Total Markets on Air 115*

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.

Total Sets In Use 22,705,800

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S., however, is unduplicated estimate.


FUSTEST WITH THE MOSTEST
THAT'S FLORIDA'S WTVJ
First and only TV Station in the South's fastest growing market
First TV Station in Florida—now Serving over 825,000 year-round Residents
Most Up-To-Date TV Operation in the South
It's an amazing South Florida TV Sales Story. Call your Free & Peters Colonel, Today.
CHANNEL 4
WTVJ
MIAMI
"Git Thar Fustest With the Mostest"
— Lt. Gen. N. B. Forrest, C.S.A.

based on rate information for 162 operating stations in 105 markets (for purposes of the study, some closely related cities are counted as a single market), plus a separate study of stations due to start operating this spring.

Most of the operating stations Weed officials said, have not set up three or more time classifications. Eight have an AA rate on spots (usually covering prime evening time); 85 have A, B and C Classifications; 30 have A, B, C and D; three also have E classifications; 34 have only A and B, while in two cases a single rate covers all time periods.

It also was noted that of the 162 stations—139 vhf and 23 uhf—a total of 123 listed a combined rate for one-minute or 20-second announcements; 31 have a one-minute spot rate; 39, a 20-second rate, and 149 an ID rate. Eight stations listed no one-minute rate in Class A time and 13 showed no ID rate, although on IDs, it was pointed out, the general practice is to charge 50% of the minute rate.

The new study also reports that 31 stations are scheduled to commence operations within the next few months. These are located in 29 cities, six of which already have stations on the air, and it was reported that a 20-second spot on each of these 31 outlets will cost $1,144, or an average of $36.90 per station. Total of 18 of these stations listed A and B time classifications; nine have A, B and C, while four showed one rate for all time periods. Several of the outlets are offering discounts—usually about 25% of the card rate—for business signed before the stations go on the air, Weed officials said.

Following is the Weed Television analysis, with markets grouped according to set circulation as of April 15. It is based on the Class A, one-time basic rate for film facilities (AA rates are used for stations which have AA rates). In each circulation group, the low to high range is shown, along with the average.

Under 25,000 circulation: 35 stations (20 vhf, 15 uhf), 30 cities—Amarillo; Ann Arbor; Austin; Atlantic City; Bangor; Bethlehem; Bridgeport; Brownsville-Matamoras; Colorado Springs; Columbia, S. C.; El Paso; Jackson, Miss.; Lima; Lawton, Okla.; Lubbock; Minot; Mobile; Montgomery; Muncie; New Castle, Pa.; Peoria; Pueblo; Roanoke; (uhf count only); Sioux Falls; Spokane; Springfield, Mo.; Springfield-Holyoke; Tucson; Wichita Falls; York, Pa.

One hour—$150 to $300 (avg. $200)
Half-hour—$90 to $180 (avg. $121)
Min./20 secs.—27 stations, $20 to $60 (avg. $37.59)
Minute—8 stations, $30 to $40 (avg. $33.40)
20 seconds—8 stations, $20 to $30 (avg. $24.69)
IDs—34 stations, $10 to $30 (avg. $18.38)

25,000 to 50,000: 9 stations (4 vhf, 5 uhf), 8 cities—Albuquerque; Green Bay; Lincoln; New Britain; Sioux City; South Bend; Wilkes Barre; Youngstown, Pa.

One hour—$200 to $300 (avg. $233.33)
Half-hour—$120 to $180 (avg. $144.44)
Min./20 secs.—8 stations, $34 to $60 (avg. $44.25)
20 seconds—1 station, $28
IDs—$17 to $30 (avg. $21.66)

50,000 to 75,000: 4 stations (3 vhf, 1 uhf), 4 cities—Lynchburg, Va.; Phoenix; Portland, Ore.; Roanoke, Va. (vhf count).

One hour—$250 to $450 (avg. $325)
Half-hour—$150 to $270 (avg. $195)
Min./20 secs.—$50 to $90 (avg. $66.25)
IDs—3 stations, $25 to $37.50 (avg. $29.16)

75,000 to 100,000: 5 stations (3 vhf, 2 uhf), 3 cities—Reading; Salt Lake City; Utica, N. Y.

One hour—$250 to $575 (avg. $410)
Half-hour—$150 to $345 (avg. $246)
Min./20 secs.—$40 to $100 (avg. $75)
IDs—$20 to $50 (avg. $35)

100,000 to 150,000: 16 stations (vhf), 13 cities—Altoona; Binghamton; Denver; Erie; Greensboro; Jacksonville; Lansing; Miami; Nashville; San Antonio; San Diego-Tijuana, Mex.; Tulsa; Wilmington, Del.

One hour—$225 to $700 (avg. $470.31)
Half-hour—$135 to $420 (avg. $282.18)
Min./20 secs.—14 stations, $60 to $100 (avg. $88.92)
Minute—1 station, $40
20 seconds—2 stations, $30 to $130 (avg. $80)
IDs—15 stations, $13.33 to $70 (avg. $43.05)

150,000 to 200,000: 20 stations (vhf), 15 cities—Ames; Birmingham, Ala.; Davenport-Rock Island; Huntington, W. Va.; Johnstown; Lancaster; Louisville; Memphis; New Orleans; Norfolk; Oklahoma City; Omaha; Richmond; Rochester; Syracuse, N. Y.

One hour—$375 to $700 (avg. $541.25)
Half-hour—$225 to $420 (avg. $324.75)
Min./20 secs.—15 stations, $75 to $140 (avg. $107.60)
Minute—5 stations, $90 to $130 (avg. $108)
20 seconds—5 stations, $80 to $115 (avg. $94.25)
IDs—18 stations, $38 to $70 (avg. $50)

200,000 to 300,000: 19 stations (vhf), 12 cities—Bloomington; Charlotte; Columbus, O.; Dallas-Fort Worth; Dayton; Galveston-Houston; Grand Rapids; Kalamazoo; Kansas City; Schenectady; Seattle-Tacoma; Toledo, O.

One hour—$500 to $785 (avg. $652.36)
Half-hour—$300 to $471 (avg. $389.53)
Min./20 secs.—15 stations, $90 to $157 (avg. $126.46)
Minute—3 stations, $80 to $140 (avg. $118.33)
20 seconds—4 stations, $70 to $125 (avg. $110)
IDs—17 stations, $45 to $70 (avg. $55.44)

300,000 to 400,000: 11 stations (vhf), 6 cities—Atlanta; Buffalo; Cincinnati; Indianapolis; Minneapolis-St. Paul; New Haven, Conn.

One hour—$500 to $900 (avg. $769.09)
Half-hour—$300 to $540 (avg. $461.45)
Min./20 secs.—8 stations, $104 to $180 (avg. $145.75)
Minute—3 stations, $75 to $150 (avg. $112.33)
20 seconds—3 stations, $60 to $135 (avg. $93)
IDs—10 stations, $36 to $90 (avg. $61)

400,000 to 500,000: 9 stations (vhf), 4 cities—Baltimore; Milwaukee; Washington; Providence.

One hour—$600 to $1,100 (avg. $792.77)
Half-hour—$360 to $660 (avg. $475.66)
Min./20 secs.—8 stations, $100 to $165 (avg. $136.87)
20 seconds—1 station, $160
IDs—$40 to $75 (avg. $61.39)

500,000 to 600,000: 1 station (vhf), 1 city—St. Louis.

One hour—$950
Half-hour—$570
Min./20 secs.—$175
ID—$37.50

600,000 to 700,000: 4 stations (vhf), 2 cities—Pittsburgh; San Francisco.

One hour—$750 to $1,200 (avg. $950)
Half-hour—$450 to $720 (avg. $562.50)
Min./20 secs.—2 stations, $150 to $180 (avg. $165)
Minute—1 station, $190
20 seconds—2 stations, $165 to $190 (avg. $177.50)
IDs—3 stations, $75 to $90 (avg. $81.66)

700,000 to 800,000: 3 stations (vhf), 1 city—Cleveland.

One hour—$625 to $1,000 (avg. $808.33)
Half-hour—$375 to $600 (avg. $485)
Min./20 secs.—1 station, $160
Minute—1 station, $200
20 seconds—2 stations, $165 to $200 (avg. $182.50)
IDs—$80 to $100 (avg. $86.66)

800,000 to 900,000: 3 stations (vhf), 1 city—Detroit.

One hour—$1,250 to $1,400 (avg. $1,350)
Half-hour—$750 to $840 (avg. $810)
Min./20 secs.—$225 to $252 (avg. $242.33)
IDs—$100 to $126 (avg. $112)

1 to 1½ million: 9 stations (vhf), 3 cities—Boston; Chicago; Philadelphia.

One hour—$1,020 to $1,800 (avg. $1,457.77)
Half-hour—$612 to $1,080 (avg. $874.66)
Min./20 secs.—8 stations, $250 to $425 (avg. $303.12)
20 seconds—1 station, $350
IDs—7 stations, $125 to $212.50 (avg. $156.78)

1½ to 2 million: 7 stations (vhf), 1 city—Los Angeles.

One hour—$1,000 to $1,500 (avg. $1,271.43)
Half-hour—$600 to $900 (avg. $798.57)
Min./20 secs.—3 stations, $220 to $300 (avg. $273.33)
Minute—4 stations, $180 to $250 (avg. $230)
20 seconds—4 stations, $120 to $230 (avg. $181.15)
IDs—$60 to $150 (avg. $117.86)

3 to 3½ million: 7 stations (vhf), 1 city—New York.

One hour—$1,000 to $4,250 (avg. $2,507.14)
Half-hour—$600 to $2,550 (avg. $1,504.28)
Min./20 secs.—1 station, $800
Minute—5 stations, $200 to $650 (avg. $390)
20 seconds—6 stations, $150 to $875 (avg. $400)
IDs—5 stations, $100 to $400 (avg. $270)

SPRING-EARLY SUMMER OPENINGS

31 stations (24 uhf, 7 vhf), 29 cities—Akron, O.; Baton Rouge, La.; Battle Creek, Mich.; Belleville, Ill.-St. Louis; Colorado Springs, Col., Columbia, S. C.; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Lafayette, Ind.; Little Rock, Ark.; Lubbock, Tex.; Massillon, O.; Monroe, La.; Oshkosh, Wis.; Pensacola, Fla.; Pueblo, Colo.; Raleigh, N. C.; Rochester, Minn.; Rockford, Ill.; Rome, Ga.; St. Joseph, Mo.; St. Petersburg, Fla.; Santa Barbara, Calif.; Scranton, Pa.; West Palm Beach, Fla.; York, Pa.; Zanesville, O.

One hour—$125 to $400 (avg. $205.48)
Half hour—$75 to $240 (avg. $123.61)
Min./20 secs.—28 stations, $20 to $80 (avg. $36.12)
Minute—3 stations, $30 to $100 (avg. $55.83)
20 seconds—3 stations, $22.50 to $80 (avg. $44.17)
IDs—29 stations, $10 to $40 (avg. $19.29)

VISIT

Blackburn-Hamilton Company Headquarters

at the Biltmore Hotel

during the NARTB Convention

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

CBS Sweep Nielsen Poll On Radio for March 8-14

ALL the top 10 evening once-a-week network radio shows for the week of March 8-14, 1953, were on CBS, according to the A. C. Nielsen Co. report of homes reached. They are:

EXTRA-WEEK
March 8-14, 1953
EVENING, ONCE-A-WEEK

RANK	PROGRAM	HOMES REACHED (000)
1	Jack Benny (CBS)	5,863
2	Lux Radio Theatre (CBS)	5,460
3	Amos 'n' Andy (CBS)	5,013
4	Charlie McCarthy Show (CBS)	4,968
5	People Are Funny (CBS)	4,520
6	Our Miss Brooks (CBS)	4,341
7	My Little Margie (CBS)	4,252
8	Dr. Christian (CBS)	4,207
9	Life With Luigi (CBS)	4,162
10	Godfrey's Talent Scouts (CBS)	3,894

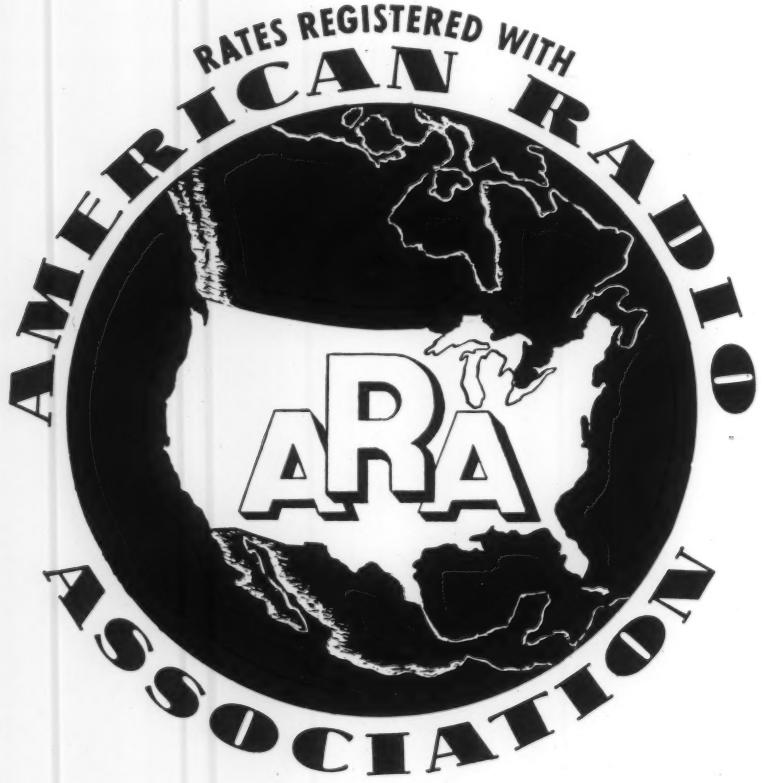
"THEY REALLY WATCH SARRA COMMERCIALS"

SARRA INC.

New York: 200 East 56 Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

An appeal to every radio station interested in integrity . . . . . .



ARA

American Radio Association*

60 East 42nd Street

New York, N. Y.

*** An Association of radio stations selling time *only* at their published rates.**

JOIN the A.R.A.!

WHAT YOU GET:

Advertisers and agencies will immediately recognize that, as a member of the "American Radio Association," you sell time at your published rates. Use the seal on your rate cards, stationery and trade paper ads. Remember, you retain full and complete rights to revise your rates in any way that you see fit. As a member of the "American Radio Association," you agree only that your station will *sell time at published rates only*—you retain complete rate changing authority.

WHAT YOU MUST DO:

Mail in the below coupon. Because of limited funds we cannot send mailings direct to individual stations, or make personal solicitations for your membership. To become a member, you must reply to this ad. Your inquiry will not obligate you—since you cannot become a member until you have fulfilled all the obligations of membership.

TO BECOME A MEMBER:

1. Send the Association a copy of all your rate material, including local, regional and national rates. The reason for this (and the next provision) is that this organization must have the respect of advertisers and agencies. To gain this respect, all stations must provide actual proof to the Association that they sell time only at their published rates.

2. After you become a member of the Association, send the organization an extra copy of all contracts for the sale of time on your station. These contracts will be spot checked in our offices against your published rate information. In the event of a discrepancy you will be contacted.

3. Pay dues. Although the Association is a non-profit organization, there are certain expenses that are unavoidable. Dues will be one-half of your daytime one minute spot rate per month. At the end of our first year of business our books will be audited, and the balance on hand will be refunded to stations paying dues on a proportionate basis.

It is not the purpose of this organization to "convert" any stations. Rather than that, we want an association of stations already selling time only at their published rates. If the organization works as we anticipate, it will no longer be necessary for you to spend hours saying, "No," to advertisers and agencies asking for "deals." When they see you are a member of the Association they won't even bother to ask for "deals."

The bylaws of the organization call for the nomination, and election, of new officers and directors in November, 1953. If the organization is successful by that time, its organizers plan to decline nomination for offices and, in effect, turn the corporation over to member stations expressing interest in it. The Association has been organized by management people at KOWH, Omaha. All officers and directors are from that station.

Yes! We are interested in the American Radio Association.
Please send us all the details.

NAME .....

TITLE ..... STATION .....

ADDRESS .....

CITY ..... STATE .....

XUM

NCS REPORTS 12-15% NON-HOME AUDIENCE

Nielsen Coverage Service research shows auto listening adds 6.5% to 10.6% to in-home listening.

AUTOMOBILE listening adds about 6.5% to in-home listening on weekdays and 10.6% on weekends while all types of non-home listening represent an addition to in-home listening of about 11.9% on weekdays and 14.8% on weekends.

These figures were given by A. C. Nielsen Co., Chicago, in a report on non-home listening and viewing which it is mailing to all Nielsen Coverage Service subscribers.

The Nielsen company claimed that "this is the first research project which measures non-home listening and TV viewing—nationwide, accurately, quantitatively and in relation to in-home listening." It heralded the report as the first "authoritative, detailed measure" of radio's full dimensions as an advertising medium.

The measure is obtained, according to Nielsen, by adding Nielsen Radio Index (NRI) figures on in-home listening to new Nielsen Coverage Service (NCS) figures on non-home listening.

The market research firm plans to mail a complete edition to all NCS subscribers. Additionally, it will release at the NARTB convention this week a special edition of the report on non-home radio listening and televiewing. Data on non-home viewing is "similar but somewhat less detailed," it was explained.

Referring to its statistical data, A. C. Nielsen cited "authoritative" figures as a national average for the hours of 6 a.m. to 12 midnight for both automobile and all non-home listening combined. The firm found that all figures fluctuate by hours of the day and vary by territories. Nielsen also claimed "reliable data" for each hour and audience composition—that is, the percentage of men, women and children.

NCAA TV Stand Backed by NORC

GLOOMY view that live telecasting of college football has a bad effect on attendance, habitually held by the National Collegiate Athletic Assn. and the members of its Television Committee received statistical support from a survey of the 1952 gridiron season made for NCAA by National Opinion Research Center.

Compared to the pre-TV years 1947-48, NCAA reported, paid admissions to college football games during the 1952 season were up 10.2% in areas where there was no TV competition, but were down 16.2% where TV competition was present. NCAA concluded that the controlled telecasting plan administered by NCAA in 1951 and 1952, but not in 1950, cut the losses in attendance by at least 13%.

As set ownership increased from 3 million in 1949 to 20 million last year, the adverse effects on football attendance also have mounted, "though in the most recent season there was evidence of a leveling off in the most heavily saturated areas," NCAA said. However, no evidence was found that TV's impact on attendance at college games was a "novelty effect" which will wear off, or that TV has produced any strong stimulative effect on the box office, NCAA reported. Blackouts are not effective in raising attendance, the report commented.

SRCAM to Discuss NCS, SAMS 'Misuse'

MEETING designed to clear up the widespread misunderstanding and misuse of Nielsen Coverage Survey and Standard Audit & Measurement Service reports on station audiences [B•T, April 20] probably will be held the week of May 10 in New York, Ward Dorrell, chairman of the Station Representatives Committee on Audience Measurements, said Thursday.

Both A. C. Nielsen, president of A. C. Nielsen Co., and Kenneth Baker, president of SAMS, have accepted invitations by the committee to meet with station representatives and agency timebuyers and to explain their services, Mr. Dorrell said.

HOOPERATINGS ADD 10 TV MARKETS

TV HOOPERATINGS will cover 50 cities instead of the current 40 beginning with October, C. E. Hooper Inc. announced today (Monday). There will be no increase on subscription rates to advertisers, agencies or TV stations, the announcement said.

Mr. Hooper

The 10 added markets are: Denver, Grand Rapids-Kalamazoo, Mich., Huntington, W. Va.; Miami, Fla.; New Orleans; Norfolk, Va.; Portland, Ore.; Rochester, N. Y.; Wilmington, Del., and Youngstown, Ohio. Reports for the new markets will cover all hours of operation from sign-on to sign-off with daily quarter-hour Hooperatings and share of audience as well as program ratings, Monday-Friday averages, and day-part indexes.

RADIO OUT-OF-HOME AUDIENCE UP

Pulse survey shows more families tuned in away from their home sets than did in 1952.

OUT-OF-HOME listening added 18.6% to mid-winter radio audiences of 16 major cities, according to Pulse surveys made in January-February of this year. The figure represents a new high in out-of-home listening, states Pulse, which in 1952 checked 12 areas and found a plus of 15.2%, and in 1951, in seven areas, found an out-of-home bonus of 13.7%.

The level of out-of-home listening also was up this winter, Pulse noted, with an average of 3.5% of families reporting listening to radios outside their homes for each quarter-hour from 6 a.m. to midnight, up from 3.2% the previous winter. Los Angeles had the highest level, 4.2%, followed by New York, 4.0%; San Francisco, 3.9%; Boston 3.8%, and Philadelphia, 3.5.% Philadelphia, however, had the largest total away-from-home audience, 21.7%. Lowest of the 16 cities surveyed was Seattle, with a 12.3% out-of-home listening bonus.

Antitrust Suit Defendants To File Answers by July 15

DEFENDANTS in the Dept. of Justice antitrust suit to force release of 16mm feature motion pictures to television and other outlets, have waived objections to the government's interrogatories and stipulated they would file answers by July 15.

The 29 detailed questions concern activities of the 12 motion picture and distributing companies back to 1936 [B•T, March 23]. Attorneys for the companies originally had been given a time extension to April 15 for filing objections.

The antitrust suit was filed last July 22 [B•T, July 28, 1952] and is before Federal Judge William Byrne. Listed as defendants are Columbia Pictures Corp. and its subsidiary, Screen Gems Inc.; Universal Pictures Corp. and its subsidiary, United World Films Inc.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp.; Republic Productions Inc.; Films Inc., and Pictorial Films Inc. Although not a defendant in the suit, Theatre Owners of America (TOA) is named a co-conspirator.

Film Sales

Sale of NBC's syndicated film series, *The Visitor*, in five new markets was reported last week by **John B. Cron,** national sales manager for NBC's film division. Latest are to **KPRC-TV** Houston, **KPOR-TV** Lincoln, **WMTV (TV)** Madison, **KNBH (TV)** Hollywood and **XETV (TV)** Tiajuana-San Diego.

Mr. Cron added that the *Douglas Fairbanks Presents* filmed series has been sold in the Yakima market for sponsorship by Rainier Beer Co., San Francisco; on **WBAL-TV** Baltimore for National Brewing Co., Baltimore, and also to **WMTV (TV), KNBH (TV)** Hollywood and **WTVP (TV)** Decatur, Ill.

* * *

Consolidated Television Sales reports that it has sold its "Station Starter Plan" in 22 of the 42 new TV markets and a total of 24 in all. Under the plan, new stations receive nine Consolidated filmed program series at a total weekly price equal to the station's Class "A" starting one-hour rate [B•T, March 16].

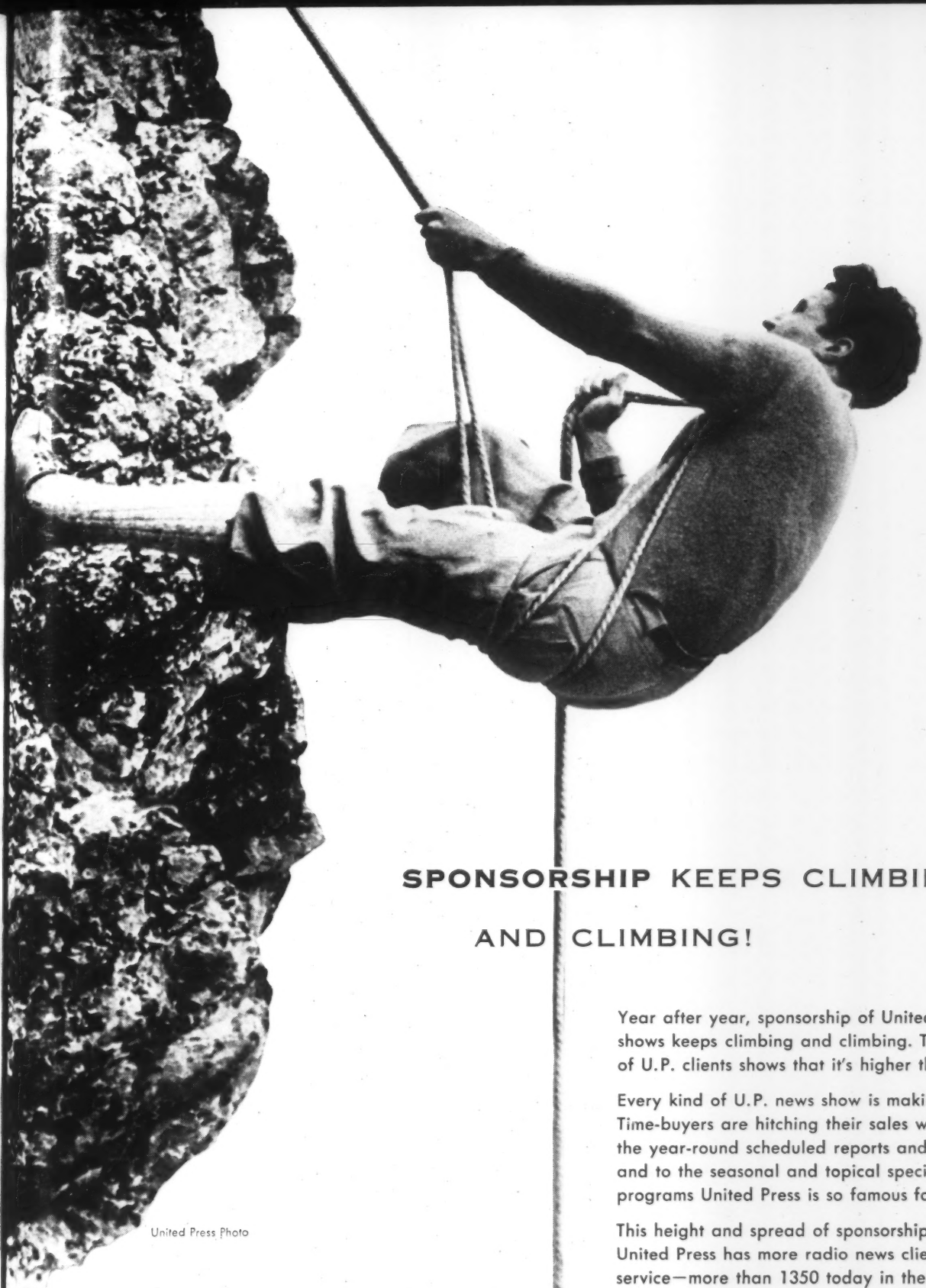
* * *

Distribution

Snader Releases Inc., 177 S. Beverly Dr., Beverly Hills, has been formed by **Louis D. Snader** to distribute outside TV films in addition to programs filmed by **Snader Productions Inc. Robert Carroll,** New York state sales manager for Ziv TV Programs Inc., joins the new firm as national sales manager. Mr. Snader has announced plans to start shooting a new library of 3½-minute color telescriptions for fall release.

With the relinquishment of interest by Mr. Snader and **Reub Kaufman,** now president of Guild Films Inc., **Snader Telescriptions Sales Inc.** has become **Combined Television Pictures Inc.,** headquartered at 328 S. Beverly Dr., Beverly Hills. The firm controls a motion picture package of Alexander Korda productions and Dick Tracy TV film series, now being distributed by **United Television Programs.** New officers are **Alexander Bisno,** president; **Morris Krakowsky,** vice-president, and **Henry Bisno,** secretary-treasurer.

XUM



United Press Photo

SPONSORSHIP KEEPS CLIMBING . . .

AND CLIMBING!

Year after year, sponsorship of United Press radio news shows keeps climbing and climbing. The latest canvass of U.P. clients shows that it's higher than ever before.

Every kind of U.P. news show is making new records. Time-buyers are hitching their sales wagons to both the year-round scheduled reports and features and to the seasonal and topical specials, those bonus programs United Press is so famous for.

This height and spread of sponsorship is one reason why United Press has more radio news clients than any other service—more than 1350 today in the United States alone

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

XUM

AP Newspaper Members Drop, Radio Clients Up

Net gain of 59 radio stations reported by AP's board of directors at New York meeting, for total radio membership of 1,185.

STEADY growth in the number of radio stations belonging to AP and an accompanying decrease in newspaper membership were highlighted in the 1952 report by the AP board of directors at its annual meeting in New York last Monday.

The report indicated a net gain of 59 radio stations during 1952, bringing total membership to 1,185. Newspaper membership at the close of the year, it was reported, dropped from 1,733 to 1,725 "due chiefly to consolidations and discontinuance of publication." It was reported there are some 3,138 newspapers, radio stations and other publications represented in AP outside the U. S. Total AP membership at the end of 1952 was placed at 6,048.

Touching on television, the report acknowledged "a need for development of specialized picture services for TV stations," but added that a projected AP news service on films had failed to develop. It offered the following reasons for not following through on the project: (1) "Such a service was too expensive for the average station"; (2) "There was no quick delivery method which would make it possible for stations to receive the films while the news was still fresh," and (3) "There were an insufficient number of television stations on the air able to support the project on a practical basis."

Six directors were re-elected: Robert McLean, AP president, *Philadelphia Bulletin* (WCAU-AM-TV); Norman Chandler, *Los Angeles Times* (KTTV [TV]); Paul Miller, *Rochester Democrat & Chronicle* (WHEC); Robert B. Choate, *Boston Herald-Traveler* (WHDH); James M. North Jr., *Fort Worth Star Telegram* (WBAP-AM-TV), and Harry F. Byrd Jr., *Winchester* (Va.) *Evening Star.*

28 New Radio, 57 New TV Stations Signed by INS

Seymour Berkson, INS general manager, reported on new INS clients at annual business meeting. He also stressed importance of INS facsimile service for TV stations.

TOTAL of 28 radio clients and 57 TV stations, along with 50 newspaper and 16 special service clients, were among the new foreign and domestic clients signed by International News Service during the past 12 months, General Manager Seymour Berkson reported at the organization's annual business meeting last Tuesday in New York.

In addition, Mr. Berkson said, a large number of other radio stations and newspapers in overseas areas are receiving INS dispatches.

The number of U. S. TV stations which currently receive INS' Telenews, newsreels, films and associated TV services was placed at 95.

Mr. Berkson stressed INS' recent inauguration of its facsimile wire service for the transmission of news and photos for TV stations [B•T, March 30, Jan. 12] as "another historic first" for INS in the TV field.

"International News Facsimile is truly the long-awaited answer to fast, efficient and economical transmission of news and photos for television," Mr. Berkson asserted.

Noting that WBAL-TV Baltimore was the facsimile service's initial client and reporting that six other TV stations are slated to join "shortly," with coast-to-coast service to be available "soon," he continued:

"It is the first basic news service created for television stations in which both news and photos are transmitted on a single circuit . . . news, photos, maps and other visual material are ready for telecasting as soon as they emerge from the receiving unit."

Mr. Berkson also told the INS executives that the organization, in association with Telenews Productions Inc., has maintained leadership in sale and distribution of newsreel film and associated news elements for TV stations.

He emphasized the importance INS has placed on interpretative and behind-the-scenes reporting which provides background and gives added insight on major news developments, and also reported that INS will continue to stress the public service type of news-features.

UP Said Biggest Supplier Of News Film to Television

Direct service to 3,736 radio and TV stations and newspapers by UP is reported by executives of the news service at New York meeting. UPMT is described as biggest supplier of news films to TV stations.

UP now serves directly 3,736 radio and TV stations and newspapers around the globe, a rise of 203 in the past year, Jack Bisco, vice president and general business manager, reported at meetings of UP executives Tuesday and Wednesday in New York, at which UP President Hugh Baillie presided.

UP Movietone News, a joint effort of UP and 20th Century-Fox Movietone News, now is the largest supplier of news film for television, according to William C. Payette, UP's TV manager, who said UPMT has contracts with 56 TV stations.

LeRoy Keller, vice president and general sales manager, said UP now offers the largest variety of services in its history.

With expansion of its picture circuits, Telephoto coverage for TV stations and newspapers has been brought within reach of many smaller markets, Mr. Keller said. Mims Thomason vice president in charge of UP's picture service, said 71 new picture clients had been gained in the last year, bringing the total to 340.

UPMT now supplies films and scripts to points as far as Toronto, Sao Paulo, Brazil, Mexico City, and Honolulu, it was said.

UP TV innovations were said to include processing of each story as an individual item instead of assembling the output into a newsreel. A substantial majority of TV stations now have UP service in one form or another, it was stated.

More than 300 commentators, magazines and recipients of the Washington City News information service are served by UP in addition to its newspaper and broadcast station clients, it was reported.

BAKER, GRAY TAKE AD COUNCIL POSTS

APPOINTMENT of William R. Baker Jr., chairman of Benton & Bowles, as chairman, and Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., as vice-chairman of the Advertising Council's 1953-54 Radio-TV Committee was announced Tuesday by Philip L. Graham of The *Washington Post* (WTOP-AM-TV), chairman of the board of the Council's board of directors.

Stuart Peabody, assistant vice president of the Borden Co., and Harold E. Fellows, NARTB president, were named chairman and vice chairmen, respectively, of the Government Relations Committee.

Other committee officials announced:

Executive Committee—Louis N. Brockway, executive vice president of Young & Rubicam, chairman, and Kerwin H. Fulton, president, Outdoor Adv. Inc., vice chairman.

Nominating Committee — Fairfax M. Cone, president of Foote, Cone & Belding, chairman, and Albert E. Winger, board chairman of Crowell-Collier Pub. Co., vice chairman.

Planning Committee—Howard J. Xorgens, vice president in charge of advertising for Procter & Gamble Co., chairman, and Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt, vice chairman.

Promotion Committee—F. Bourne Ruthrauff, vice president, Ruthrauff & Ryan, chairman, and William Reydel, vice president, Cunningham & Walsh, vice chairman.

Round Table Committee—James Webb Young, senior consultant for J. Walter Thompson Co., chairman, and Chester J. LaRoche, C. J. LaRoche & Co., vice chairman.

Sponsorship Committee—Henry G. Little, president, Campbell-Ewald Co., chairman, and H. M. Warren, vice president of advertising and sales promotion of the National Carbon Co., vice chairman.

Campaigns Review Committee—Leo Burnett, president of Leo Burnett Inc., chairman, and Philip J. Everest, vice president of sales and promotion, Transportation Displays Inc., vice chairman.

Maxwell To BAB N. Y. Sales

APPOINTMENT of Charles E. (Ted) Maxwell, ABC account executive, as a salesman for BAB in New York was announced last week by BAB President William B. Ryan.

Noting that plans for the new sales division had been approved by the BAB board, Mr. Ryan said that "full organizational details including the announcement of a second sales representative will be released shortly."

Mr. Maxwell

Mr. Maxwell joins BAB May 15. He will make presentations on radio advertising to national advertisers and agencies and to headquarters of national chain stores, his work to be closely coordinated with the sales activities of the networks and radio station representatives, BAB's announcement said.

ASCAP Elects Officers

STANLEY ADAMS, 45 youngest member of the ASCAP board, was elected president of the society last Thursday. Other officers were elected as follows: Louis Bernstein, Fred E. Ahlert, vice presidents; John Tasker Howard, secretary; George W. Meyer, assistant secretary; Frank H. Connor, assistant treasurer. Mr. Adams succeeds Otto A. Harbach, who had served three years.

BIG MIKE... THE MANUFACTURER

BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station.

It's true . . . Big Mike more or less grew up on the farm . . . but now many of his friendly followers have taken up trades in town. They have combined their efforts with their "country cousins" to help build the perfect *balanced economy* of industry and agriculture. Industry in Nebraska and other "Midwest Empire" states has grown tremendously in the past ten years. Big Mike listeners manufacture everything from toys to boats—from shirts to steel tanks. Brooms, windmills and electric farm water systems, steel buildings, plows and all kinds of farm machinery, structural materials— are only a few of the Internationally distributed Midwest manufactured products. . . . Big Mike will welcome the opportunity to tell your sales story to his followers in industry as well as in agriculture. Free and Peters will be glad to tell you about availabilities . . . or, contact Harry Burke, General Manager.

THE MIDWEST-EMPIRE STATION

1110 KC. **KFAB** 50,000 WATTS **OMAHA** CBS RADIO

XUM

Thesaurus MINTS NEW SHOW FOR M

The Sammy Kaye S

a sparkling quarter-hour radio series that will

swing big audiences and sway new sponsors

Music for Millions featuring

THE SAMMY KAYE ORCHESTRA

PEGGY POWERS ★ JEFFREY CLAY

THE KAYDETS ★ THE KAYE CHOIR

XUM

MORE STATION SALES

Show

HERE's the same Sammy Kaye who's built television and radio audiences in the millions . . . who's smashed attendance records in hotels, night clubs and theatres across the country . . . the same Sammy Kaye that every Thesaurus subscriber can now sell to sponsors!

Sammy Kaye makes music for millions—music with solid family appeal. That's why *no matter what the product*—any sponsor can be sure of a tremendous ready-made audience for his selling message.

It's powerful entertainment—put together in a sparkling quarter-hour program to sell time and make talent fees for you!

It's brand new material, including recordings available only through Thesaurus . . . complete with Sammy Kaye voice tracks: openings and closings, tie-ins, lead-ins, pre-broadcast and on-the-air audience promotion breaks.

SELL THESAURUS SHOWS AND YOUR LIBRARY PAYS ITS OWN WAY

Phil Spitalny's "Hour Of Charm"
"Date In Hollywood" (Eddie Fisher & Gloria De Haven)
"Music Hall Varieties" (Joe E. Howard & Beatrice Kay)
"Sons Of The Pioneers"
"The Tex Beneke Show"
"The Freddy Martin Show"
"Music By Roth"
"The Wayne King Serenade"

And many, many more — complete with sponsor-selling brochure, audience-building promotion kit, sales-clinching audition disc.

Phone, write, wire today for Thesaurus brochure

recorded program services

TMKS®

RADIO CORPORATION OF AMERICA — RCA VICTOR DIVISION
Dept. BB-40

630 Fifth Avenue, New York 20, N. Y. . . . . JUdson 2-5011
445 N. Lake Shore Drive, Chicago 11, Ill. . . . . WHitehall 4-3215
1016 N. Sycamore Ave., Hollywood 38, Calif. . . . . HIllside 5171
522 Forsyth Bldg., Atlanta 3, Ga. . . . . WAlnut 5948
1907 McKinney Ave., Dallas 1, Texas . . . . . RIverside 1371

RADIO-TV CAN SHORE UP U.S. ECONOMY, 4A IS TOLD

Lacking at the White Sulphur Springs meeting last week was apprehension over TV costs—a sentiment that pervaded the ANA sessions a few weeks previous. Rather, it was pointed out that savings can accrue to the advertiser using radio and TV.

THE U. S. ECONOMY, and how to bolster it while lifting living standards, filled the opening phase of the annual meeting of the American Assn. of Advertising Agencies last week.

Both the long and short range programs studied entailed the radio-TV media.

The short range program as it was developed at the April 23-25 meetings held at the Greenbrier Hotel, White Sulphur Springs, W. Va., was this:

Defense spending faces sharp cuts. This will bring some business curtailment, and certainly will bring a slack. If advertisers step into the breach and spend more on low-cost national media some, if not much, of this slack can be taken up.

If this program were followed through, it was acknowledged, radio and television would be prime benefactors.

Resolution to place AAAA on record in favor of using more advertising as a key to counteract any reduction in the economy failed formal approval by the new board. It may be brought up again at board's June meeting.

At last week's sessions talk was soft on increased TV costs. While the Assn. of National Advertisers in its convention a few weeks ago showed fear of rising TV costs, AAAA spokesmen pointed up savings in dollars for the advertiser whether he uses radio or television. The closest reference to the media cost factor was made Friday by John P. Cunningham, retiring AAAA board chairman and executive vice president of Cunningham & Walsh, New York. In an address at the annual AAAA dinner, he said that advertising has caused an economic miracle—elimination of the middlemen between producer and consumer. Advertising, Mr. Cunningham stated, "is slowly taking the place of countless numbers of door-to-door salesmen, counter salesmen, demonstrators, and jobbers' salesmen." While only a few salesmen enter the door of the typical home in a month, "When you turn your television dial they will leap into being by the dozen," he said.

Mr. Cunningham advises meeting the problem of advertising costs this way: "Advertisers would do well to re-evaluate their monies budgeted for personal selling versus that budgeted for advertising."

Another speaker, Henry Dreyfuss, industrial designer, noted Friday that both the advertising agency and the designer must have a keen sense of timing in merchandising their individual products, and said "we not only must know what to sell, but also when to sell it."

The long-range problem of raising living standards, as expressed by Vergil D. Reed, vice president and associate director of research, J. Walter Thompson Co., had this idea behind it:

"It (cultural attainment) not only means greater consumption of goods and services in itself, but it creates the means and the leisure time for raising our non-economic culture, too." Money-wise, he saw this "cultural attainment" as creating "new and varied demands for goods and services." Mr. Reed pointed to The Advertising Council as a good example of how the public can be aided to "market" its creations. He paid particular attention to radio and television, saying that "despite criticism" they have done much to boost cultural attainment.

The opening meeting Thursday morning, restricted to members, was devoted to the election of new officers and directors. It named Frederic R. Gamble to continue as AAAA president and director.

Henry M. Stevens, vice president, J. Walter Thompson Co., New York, was elected chairman of the board. He succeeds Mr. Cunningham.

Earle Ludgin, president, Earle Ludgin & Co., Chicago, was elected vice chairman, and Winthrop Hoyt, chairman of the board, Charles W. Hoyt Co., New York, was elected secretary-treasurer.

Mr. Stevens also is chairman of the board of the National Outdoor Advertising Bureau. Mr. Ludgin has been serving as a director of the Advertising Research Foundation. Mr. Hoyt has been director-at-large of AAA from 1949 to 1952.

Others elected were:

Directors-at-large:

Kenneth W. Akers, president, the Griswold-Eshleman Co., Cleveland; Marion Harper Jr., president, McCann-Erickson, New York, and Victor O. Schwab, president, Schwab & Beatty, New York.

Directors Representing AAAA Sectional Councils:

New York Council—Edwin Cox, senior vice president, Kenyon & Eckhardt, New York.

New England Council—J. Paul Hoag, president, Hoag & Provandie, Boston, re-elected.

Atlantic Council—Dan W. Lindsey Jr., partner, Lindsey & Co., Richmond, re-elected.

Michigan Council—George P. Richardson Jr., vice president, J. Walter Thompson Co., Detroit, re-elected.

Central Council—Harold H. Webber, vice president, Foote, Cone & Belding, Chicago.

Pacific Council—Charles R. Devine, secretary and treasurer, Devine & Brassard, Spokane.

Continuing in office are the following directors-at-large:

William R. Baker Jr., president, Benton & Bowles, New York; B. C. Duffy, president, BBDO, New York; Clifford L. Fitzgerald, chairman of the board, Dancer-Fitzgerald-Sample, New York; Henry G. Little, president, Campbell-Ewald Co., Detroit; E. E. Sylvestre, president, Knox Reeves Advertising, Minneapolis, and Lawrence Valenstein, president, Grey Advertising Agency, New York.

Three speakers were prepared to say Saturday morning that the copywriter must be taken along the creative path. Walter O'Meara, senior vice president, Lennen & Newell, New York, emphasized basic values of "good copy" as "promise, repetition, talent . . . that, it seems to me, is about the net . . . all the rest, I have heard the head of a great agency often say—all the rest is 'plumbing'."

William D. Tyler, vice president of Leo Burnett Co., Chicago, agreed, saying "we are tending to lean on research findings as a substitute for original thinking." In addition to the over emphasis on research, Mr. Tyler listed several other reasons why "we have a smaller elite of creative people today than a few years ago." The reasons: Higher taxes—they decrease personal incentive; easy times—"the past few years have not been calculated to develop lean and hungry types," TV—it diverted talents of many "potential creative people into a specialized channel." Probably most important, he said, was the factor of agency growth. Agencies are bigger, "three times as big as they were before the war."

Mr. Tyler's approach in solving the problem of "creating leaders" in the agency field is this: "Advertising that excites the client excites the sales force, excites the trade, and has twice the chance of success with the consumer."

John H. Tinker Jr., senior vice president and creative director of McCann-Erickson, New York, followed the same theme, adding the observation: Writers must be prodded into doing more visual thinking and art directors must think about ideas.

Other speakers scheduled were Marion Harper Jr., president, McCann-Erickson, New York, and vice chairman of the Advertising Research Foundation; Bennett Cerf, publisher and *What's My Line?* panelist on CBS-TV; Philip L. Graham, publisher, *The Washington Post* (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) and recently elected board chairman, The Advertising Council, and Under-Secretary of Commerce Walter Williams. [For more on AAAA meetings, see AT DEADLINE].

NO DEATH THREAT IN TV, ANPA TOLD

Newspapers can take TV in their stride, says George Biggers, Atlanta 'Journal' and 'Constitution' (which have a video tieup). Other publishers second him at ANPA New York convention.

TELEVISION was pictured as "another means of competition" but in no way an insurmountable challenge to newspapers in talks before the 67th annual convention of the American Newspaper Publishers Assn. in New York last week.

This theme was enunciated at the opening session of the three-day meeting at the Waldorf-Astoria Tuesday by George C. Biggers, new ANPA president and publisher of *Atlanta Journal* and *Constitution* (WSB-AM-TV Atlanta), and echoed by subsequent speakers Wednesday and Thursday.

Mr. Biggers told a meeting of executives that "Newspapers years ago took radio in their stride and I think they will do the same with television," but that "they will have to extend themselves to improve their product."

His talk struck a conciliatory note when he voiced the opinion that "newspapers, radio and TV will get along together—just as newspapers and radio have lived together for several years—each complementing the other.

Charles F. McCahill, ANPA ex-president and general manager of the *Cleveland News*, maintained that television is not a substitute for newspapers, but warned that:

"'The old order changeth' and newspapers must recognize along with others the new order."

A "grass roots" appraisal of the effects of television on newspaper advertising was offered at meetings Tuesday. It was acknowledged at both sessions that TV results in a loss of national advertising, primarily in the beer and food products classifications.

Methods by which newspapers may capitalize on television's popularity to increase advertising lineage and circulation were described at the 10,000-50,000 circulation session. A study of network programs to learn what products were being advertised in their areas was the suggestion of Albert Spendlove, publisher of the *Nashau* (N. H.) *Telegraph*.

J. H. Gorman, circulation director of Gan-

METROPOLITAN
LOS ANGELES

You reach it best with

KBIG

10,000 watts at 740 kc

KBIG—the Catalina Island Station delivers Los Angeles, San Diego and 105 other incorporated cities

PLUS vast rural populations in eight big counties.

Ask us now for
New KBIG Coverage Map
and Market Statistics Brochure.

Represented by
Robert Meeker & Associates, Inc.

KBIG brings your sales message to 5,887,135 people over an area of 26,799 square miles

Giant Economy Package of Southern California Radio

JOHN POOLE BROADCASTING CO.

KBIG • KBIF • KPIK

6540 Sunset Boulevard
Hollywood 28, California
HEmpstead 3205

nett Newspapers (which owns radio stations in New York, Connecticut, and Illinois) cited the experience of the evening newspapers in that chain in moving up its home delivery schedule to 5 p.m. to give subscribers more time to read before the popular evening TV programs begin. He and other publishers also pointed out that publication of a Sunday TV log on Saturday afternoon had increased sale of newspapers on that day.

William Dwight, managing editor of the *Holyoke* (Mass.) *Transcript-Telegram*, complimented television for its "terrific coverage" of the Oscar awards and noted that circulation of his newspaper "jumped tremendously" the next day.

A report by Stuart M. Chambers, the ANPA advertising bureau's board chairman, showed total newspaper advertising reached an all-time high of $2,309,000 in 1952 and national advertising a record of $526 million. Mr. Chambers commented:

Almost overnight a giant new advertising medium entered the field. Last year, advertisers spent some $580 million on television, and most of this came from the national advertiser. Yet newspapers are today carrying more national advertising, both in lineage and dollars, than a year ago."

An election of officers and directors named Mr. Biggers to succeed Mr. McCahill as president of ANPA for the 1953-54 year. Richard W. Slocum, publisher of *Philadelphia Bulletin*, (WCAU-AM-TV Philadelphia), secretary, was named vice president. Among newly-elected directors is Julius Ochs Adler, vice president and general manager of *New York Times* (WQXR-AM-FM New York).

SMPTE Extends Today's Meet; Will Devote Time to 3-D

SOCIETY of Motion Picture and Television Engineers' 73d semi-annual convention starting today (Monday) will be extended through May 2. Added time is needed to discuss new technical developments in three-dimensional and wide-screen motion picture processes.

With some 1,000 movie and TV technicians expected to attend, this will be the first time that a SMPTE convention has gone six days, according to Boyce Nemec, secretary. The program will include 61 technical papers and demonstrations, with several on TV to accommodate video engineers attending the NARTB convention at the Los Angeles Biltmore Hotel. Various phases in video development will be discussed tomorrow (April 28) when the SMPTE convention devotes the day to television.

Walters Heads Editors

BASIL L. WALTERS, executive editor of the Knight Newspapers (WAKR Akron, WIND Chicago, WQAM Miami), was elected president of American Society of Newspaper Editors at its concluding Washington session April 18 [B•T, April 20]. He succeeds Wright Bryan, *Atlanta Journal* (WSB-AM-TV). Other officers were elected as follows: James S. Pope, *Louisville Courier-Jounral*, (WHAS-AM-TV), first vice president; Kenneth MacDonald, *Des Moines Register & Tribune* (KRNT), second vice president; J. Donald Ferguson, *Milwaukee Journal*, (WTMJ-AM-TV), secretary, and Virginius Dabney, *Richmond Times-Dispatch* (WRNL), treasurer.

FOUR NEW TV GRANTS MADE

Post-thaw station authorizations reach a total of 349. New Hampshire gets its first TV CP.

FOUR new TV stations, including the first commercial grant to New Hampshire and a noncommercial, educational permit for Ohio State U., were approved by FCC last week.

Vhf Ch. 7 was awarded Tri-City Broadcasting Co. at Wheeling, W. Va., following withdrawal a fortnight ago of the Ch. 7 competitor, WKWK TV Corp. [B•T, April 20]. Principals in the latter have received option for part interest in Tri-City, which is licensee of WFTR Bellaire, Ohio.

Post-thaw TV grants now total 349, including 15 non-commercial, educational permits. Total TV authorizations in the U. S. now is 457. Vermont is now the only state without a TV authorization.

Last week's new station grants included:

Keene, N. H.—WKNE Corp. (WKNE), granted uhf Ch. 45, ERP 23 kw visual and 12.5 kw aural; antenna height above average terrain 800 ft. (City priority group A-2, No. 348).

Columbus, Ohio — Ohio State University (WOSU), granted uhf Ch. 34 for noncommercial educational station; ERP 205 kw visual and 110 kw aural; antenna height above average terrain 560 ft.

Miami, Okla.—Miami TV Co., granted uhf Ch. 58, ERP 1.75 kw visual and 0.87 kw aural; antenna height above average terrain 230 ft. (City priority group A-2, No. 443).

Wheeling, W. Va. — Tri-City Bcstg. Co., granted vhf Ch. 7, ERP 316 kw visual and 160 kw aural; antenna height above average terrain 580 ft. (City priority group: A-2, No. 31). Comr. Frieda B. Hennock favored request for additional information on the proposal. Comr. John C. Doerfer did not participate.

Two existing Baltimore stations were awarded power boosts. WBAL-TV, on vhf Ch. 11, was granted change from ERP of 27 kw visual and 13 kw aural to 310 kw visual and 160 kw aural. Antenna height above average terrain is changed from 540 ft. to 1,010 ft. WAAM (TV), on vhf Ch. 13, received change in ERP from 26.1 kw visual and 14 kw aural to 316 kw visual and 158 kw aural. Antenna is changed from 530 ft. to 1,000 ft.

Switches to Empire State

WOR-TV New York, last of the New York area TV stations to gain access to the Empire State Bldg. for its antenna, last week was granted approval to switch its transmission site from North Bergen, N. J., to Empire State. ERP is boosted from 22.5 kw visual and 11 kw aural to 130 kw visual and 65 kw aural. Antenna height above average terrain changes from 975 ft. to 1,240 ft.

In other actions, FCC adopted a notice of proposed rule making to add vhf Ch. 5 to Glenville, W. Va., upon petition by Polan Industries, permittee of WPTV (TV) Ashland, Ky., and WUTV (TV) Youngstown, Ohio. Offset carrier characteristics of Ch. 5 allocations at Washington, D. C., Gainesville, Fla., Raleigh, N. C., and Charleston, S. C., would be altered.

The Commission advised Sangamon Valley TV Co., vhf Ch. 2 applicant at Springfield, Ill., that its merger application proposal "indicates the necessity of a hearing." Fortnight ago, competitor WMAY-TV Inc. dropped its Ch. 2 bid, acquiring part interest in Sangamon Valley [B•T, April 13]. WTAX Springfield and WSOY Decatur, Ill., also hold part interest. WMAY Springfield holds 60% of WMAY-TV Inc.

FCC denied petition of Jacob A. Newborn Jr. for amendment of the TV rules so as to place an educational reservation upon vhf Ch. 7 at Tyler, Tex., and to add another commercial uhf assignment there instead. Mr. Newborn is permittee of KETX (TV) Tyler on uhf Ch. 19. Ch. 7 is the only other channel allocated there and it is in contest between KGKB and KTBB, both Tyler.

Nine TV applications were designated for comparative hearings to begin in Washington in late May. They are:

Chattanooga, Tenn.—Hearing on vhf Ch. 12 set May 25. Contestants: Southern TV Inc., Tri-State Telecasting Corp. and WDEF Bcstg. Co. (WDEF).

Honolulu, T. H.—Hearing on vhf Ch. 2 set May 27. Contestants: Royaltel and Pacific Frontier Bcstg. Co. (KULA).

Shreveport, La.—Hearing on vhf Ch. 3 set May 29. Contestants: KTBS Inc. (KTBS) and International Bcstg. Corp. (KWKH).

Worcester, Mass.—Hearing on uhf Ch. 14 set May 29. Contestants: Salisbury Bcstg. Corp. and New England Bcstg. Co.

In the long-pending Beaumont-Port Arthur, Tex., vhf Ch. 4 hearing, FCC last week dismissed the Port Arthur application of Jefferson Amusement Co., successor to former Lufkin Amusement Co., Beaumont. Jefferson sought to be included in the comparative hearing between Smith Radio Co. and Port Arthur College, both Port Arthur, where the latter operates KPAC.

HYDE SUPPORTS INTERIM TV PLAN

IDEA of trusteeship for TV stations—so communities can get TV service while FCC is choosing among competing applicants—won FCC Chairman Rosel Hyde's tentative support last week when queried on the subject by Sen. Charles Tobey (R-N.H.), chairman of Senate Commerce Committee.

Subject came up during FCC's meeting with Senate Commerce Committee on educational TV (see story page 70).

Chairman Hyde called attention to the fact that all applicants would have to agree to the plan. He also referred to a suggestion he made last year that trusteeship plan might work out if non-applicants in a city took over community-sponsored TV station construction and operation while opposing applicants fought for an FCC grant [B•T, Feb. 16]. Ownership of operating station would then be relinquished to successful applicant.

Idea of interim ownership of a TV station was first broached by Paul R. Bartlett (KFRE Fresno, Calif.) last month [B•T, March 2].

Zenith Appeals FCC Refusal

ZENITH Radio Corp. appealed to the U. S. Court of Appeals in Washington last week to upset FCC's decision refusing a comparative hearing with WBBM-TV for Ch. 2 in Chicago. The radio-TV manufacturer, which has had a TV application on file since 1948, asked the court not only to require that FCC grant it a hearing on its application, but also asked the Court to issue a temporary stay order forbidding WBBM-TV to move from its present Ch. 4 to Ch. 2.

Two weeks ago, in a four to three decision, the Commission denied Zenith's request for reconsideration [B•T, April 13]. Zenith's application was dismissed when FCC approved the sale of WBKB (TV) Chicago from United Paramount Theatres to CBS for $6 million. The station became WBBM-TV thereafter.

XUM

in words of one sponsor:

here's one of the most dramatic success stories you ever read about

THOMPSON & HOLMES, LTD. *Wholesale Distributors*

TELEPHONE EXBROOK 2-8154
650 SECOND STREET
SAN FRANCISCO 7, CALIFORNIA

February 10, 1953

Mr. Del Courtney
Del Courtney Television
12th & Clay Streets
Oakland, California

Dear Del:

As you know, we have been advertising our Norge Washers in connection with the give-away of "ALL" on your program for the past three or four months.

We have also been advertising on [redacted] program, as well as [redacted] and [redacted].

It is a pleasure to give you our costs per inquiry on all programs concerned. They are as follows:-

[redacted]	([redacted])	cost per inquiry $ .22.
[redacted]	([redacted])	cost per inquiry .28.
[redacted]	([redacted])	cost per inquiry 1.25.
KPIX-TV	(Del Courtney)	cost per inquiry .03.

In case Lou Simon ever tries to give you a bad time, Del, you can show him these figures.

As you know, we have increased our schedule with you to five spots per week on Norge, two on James Dishwashers, and intend to go even further.

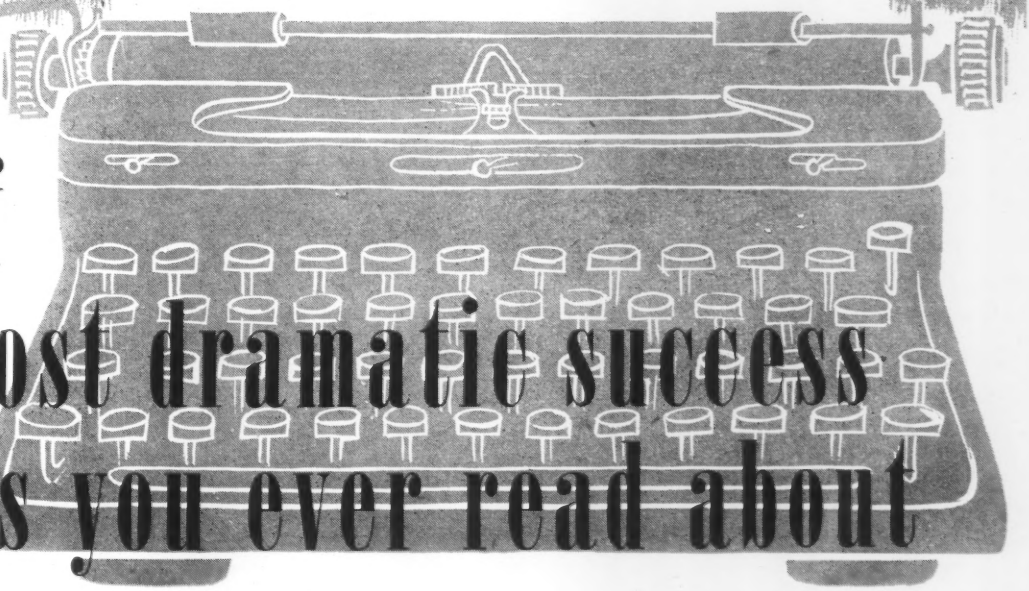
Best regards.

Cordially,

THOMPSON & HOLMES, LTD.
Bob Colman.

R. E. Colman, Manager
Adv. & Sales Promotion

REC/mj



CBS TELEVISION

KPIX TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks. Represented Nationally by the Katz Agency

Musical

shows, in mechanized form, consume the largest bite of radio's time. Commercially they can hit or miss—it depends upon the content. Find a man who wields the power of

Magic by

means of a superior musical sound that draws, charms and holds listeners and you've got yourself a salesman! (Advertisers buy listeners—nothing more.) Such a man is

Mantovani

His music has verve and excitement—it is living melody. It is fresh and clear as a mountain stream—sells squares and hipsters and in-between. In short, he is the "most." Mantovani has already recorded and

released

to Lang-Worth over 100 separate selections for the exclusive use of Lang-Worth's affiliated stations. This series contains not only his brilliant waltz stylings made nationally popular

by

London Records, but a preponderance of exclusive pop concert favorites performed in Mantovani's hypnotic style. "Musical Magic by Mantovani" is an outstanding contribution to commercial radio . . . signed, sealed and delivered, by

Lang-Worth!

LANG-WORTH FEATURE PROGRAMS, INC.
113 West 57th St., New York 19, N. Y.
2319-20-21, Hotel Biltmore, Los Angeles

GOVERNMENT

JOHNSON URGES BIGGER FCC BUDGET

Sum would mean Commission could clear contested TV applications in two years, he says.

CAMPAIGN to clear up all contested TV applications in two years was initiated last week by Sen. Edwin C. Johnson (D-Colo.), former chairman of the powerful Senate Interstate & Foreign Commerce Committee and a close observer of FCC's activities on television processing.

Sen. Johnson's activities took two roads: (1) He wrote to all 95 other senators in the upper chamber and (2) he appeared before the Senate Appropriations Independent Offices subcommittee.

He urged FCC be given $1.6 million so that conflicting TV applications can be resolved in the next 24 months.

FCC Chairman Rosel Hyde also spoke to the Senate subcommittee.

Sum total needed to take care of Sen. Johnson's plan, plus additions requested, Mr. Hyde said would add $1 million to the $7.1 million passed by the House last week. The House bill, same as recommended by the House Appropriations Committee [B•T, April 20], earmarked $935,000 for TV application processing and $809,000 for safety and special radio services. Mr. Hyde asked that the allocations of funds be eliminated so FCC could use the total as it deemed necessary.

The House-passed $7.1 million budget permits the addition of eleven more examiner teams, Mr. Hyde explained. The Commission now has 12 examiners.

Therefore, in order to reach the total of 40 recommended by Sen. Johnson, it would be necessary to have $780,000 more for 17 extra examiner teams.

Chairman Hyde also asked that budget of $110,000 for travel expenses, $88,000 land and construction, and $16,000 for automobiles be restored. The House bill approved only $73,000 for travel, $3,000 for land and construction, and nothing for automobiles.

Mr. Hyde said 1,189 TV applications had been received since the freeze was lifted a year ago. Since then 335 grants have been made, about 50 applications are involved in hearings, and there are still about 550 conflicting applications not yet set for hearing.

In AM, Mr. Hyde reported, there were 145 applications in hearing status and 445 awaiting action.

FIRST TV PROTEST CASE HEARD AT FCC

THE PRECEDENT case involving a protest of a TV grant on grounds of alleged economic injury—that of WGRD Grand Rapids against Leonard Versluis' WTVM (TV) Muskegon, Mich.—went into hearing at FCC last week but appeared possibly headed for washing out as "precedent" for subsequent hearings [B•T, April 13].

Engineering testimony introduced Wednesday by WGRD before Hearing Examiner Gifford Irion contends the uhf Ch. 35 grantee will not render to all of Muskegon the minimum signal required by FCC's standards, indicating FCC possibly erred in making the grant in violation of its own rules. There was no

Lang-Worth

holds to an opinion on TV cue music, which, we believe, is sound. Feeling that this new and exciting program force deserved new music especially designed for the medium, we declared our own personal

TV freeze

and dug in to explore, study and produce. It wasn't an easy job and it is far from finished. However, we now have available sufficient new TV music to declare that the freeze

is off!

A library of newly recorded music is immediately available on outright sale, with performance rights cleared through your BMI and ASCAP licenses. Re-recording rights (film or tape) to this

TV music

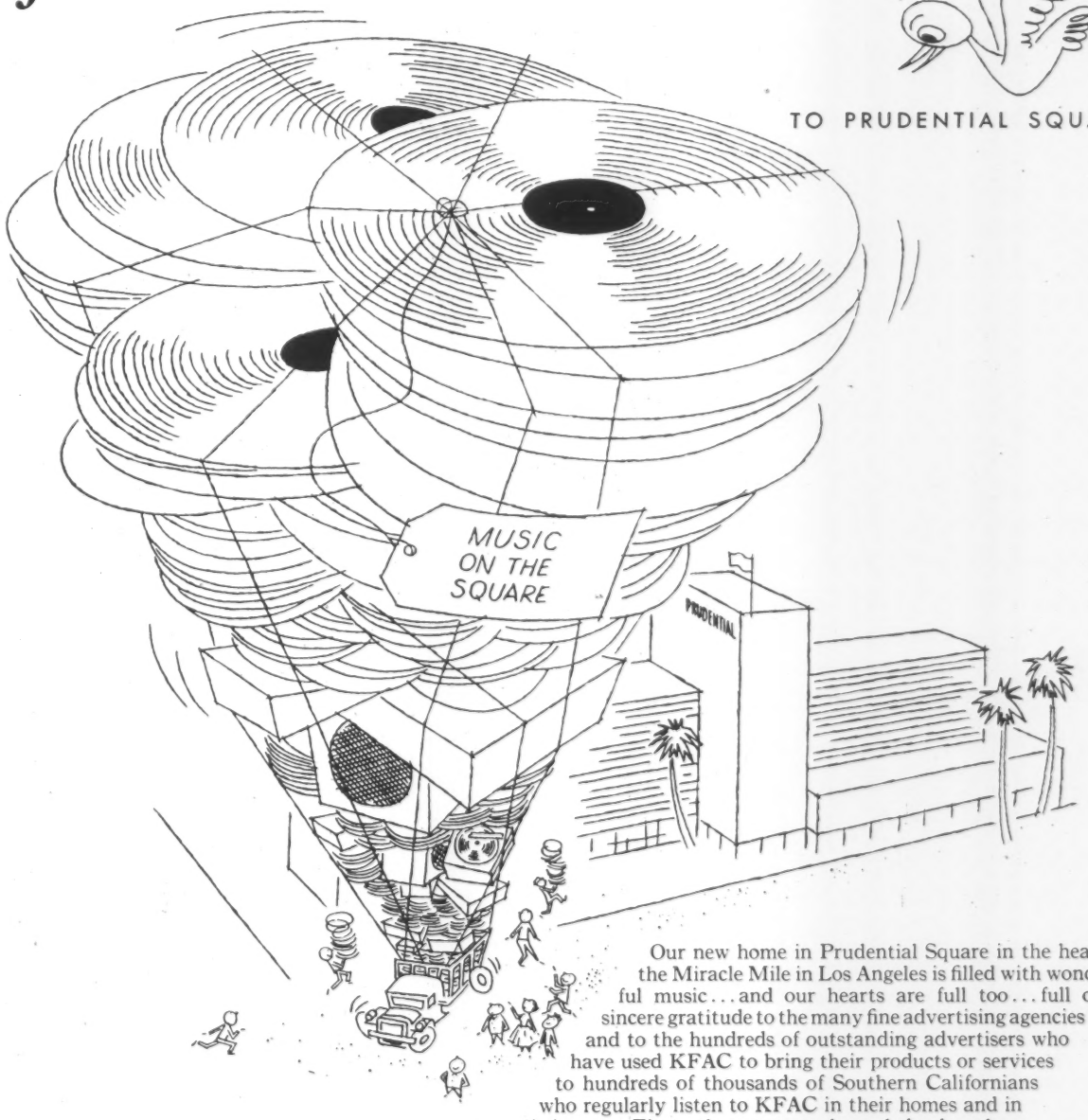
are available through Lang-Worth on a per tune basis. TV producers and station directors are invited to drop into our convention headquarters. Learn our plans for the immediate future and hear the new TV music already

released!

LANG-WORTH FEATURE PROGRAMS, INC.
113 West 57th St., New York 19, N. Y.
2319-20-21, Hotel Biltmore, Los Angeles

KFAC MOVES 28 TONS OF MUSIC

TO PRUDENTIAL SQUARE



Our new home in Prudential Square in the heart of the Miracle Mile in Los Angeles is filled with wonderful music... and our hearts are full too... full of sincere gratitude to the many fine advertising agencies and to the hundreds of outstanding advertisers who have used KFAC to bring their products or services to hundreds of thousands of Southern Californians who regularly listen to KFAC in their homes and in their cars. These three groups have helped make KFAC famous... famous as the quality music station of Southern California, famous as the station with the lowest cost per thousand listeners, famous for the longevity of its customers... the high calibre of its advertisers.

To the distinguished group of business and service organizations throughout the country who regularly speak to 4,000,000 Southern Californians through KFAC, we say thanks... thanks for listening... thanks for your business.

KFAC

1330 ON YOUR RADIO DIAL — 104.3 F.M.
THE MUSIC STATION FOR SOUTHERN CALIFORNIA
PRUDENTIAL SQUARE • LOS ANGELES

dispute that WTVM (TV) puts the required signal over Grand Rapids.

WTVM (TV) was to present rebuttal engineering evidence on Friday.

Aside from the engineering aspect of the hearing, the proceeding involves issues of whether or not Versluis Radio gave "false information" in balance sheets submitted to the Commission and whether the applicant's sale of WOOD-TV Grand Rapids (formerly WLAV-TV) establishes lack of "necessary character qualifications to be a TV licensee" [B•T, March 30]. Mr. Versluis denied the allegations.

Heretofore, the principal conflict in the case has been the legal question of "party in interest" as set forth by Sec. 309(c) of the Communications Act, the provision which permits protests, within 30 days, of non-hearing grants on grounds of either electrical interference or economic injury.

WGRD protested the uhf Ch. 35 grant to Versluis Radio on grounds that it would be a Grand Rapids rather than Muskegon station since the transmitter site is nearer Grand Rapids. WGRD contended Mr. Versluis thus could offer combination rates on WTVM (TV) and his WLAV-AM-FM Grand Rapids thereby afflicting economic injury upon WGRD.

Initially, FCC turned down the WGRD protest, holding it not to be a party in interest within the meaning of Sec. 309(c). However, after Justice Dept. indicated it could not support this view of FCC in an answer to WGRD's appeal to the courts, the Commission reversed itself. In a precedent action, FCC called for hearing upon the Ch. 35 application and declared WGRD to be a party in interest under Sec. 309(c). Effective date of the Muskegon grant was "postponed" pending outcome of the present hearing.

Since its unique reversal in the Muskegon case, FCC has set aside several other TV grants and called for hearings following the receipt of "economic injury" protests pursuant to Sec. 309(c).

Broadcast Bureau-KMYR: 'Does NBC Control KOA?'

DOES NBC have a "controlling" interest in KOA-AM-FM Denver or does it not?

That seems to be the nub of the question raised by FCC's Broadcast Bureau and KMYR Denver, competing applicant for the Colorado capital's Ch. 4, in proposed findings filed last week with FCC Hearing Examiner James D. Cunningham.

In similar filings, KOA averred that NBC has no interest in KOA. It also stated that should the Commission find that the $1¼ million note held by NBC to secure its loan to comedian Bob Hope and his group constitutes control, the note will be paid off immediately.

Both applicants also propose findings favorable to their case for a TV grant on the basis of qualifications and financial responsibility. Hearing for Denver's Ch. 4 began in October 1952 and the record was closed Feb. 10 of this year.

At issue in the allegations of the Broadcast Bureau and KMYR are the terms of the sale of the 50 kw, NBC-affiliated Colorado station (on 850 kc) last year. Station was bought from NBC by a Denver group (headed by Mayor Quigg Newton) and Bob Hope and associates on a 50-50 ownership basis. Sales price was $2¼ million. The Hope group said $175,000 and gave note to NBC for $1¼ million payable in five years at 4.5% interest. For security, Hope group pledged its share of KOA securities.

NEW TACK TAKEN IN HENNOCK'S STAND

Commissioner tells senators she is convinced the law does not prohibit commercial TV applicants from filing for reserved educational channels.

SOME of the steam behind educational TV enthusiasts' argument that FCC extend noncommercial channel reservations for another two years [B•T, April 20] was lost last week.

This development was indicated on Capitol Hill when FCC Comr. Frieda B. Hennock admitted to the Senate Interstate & Foreign Commerce Committee that parties interested in petitioning the Commission to change reserved channels to commercial frequencies cannot be legally prohibited from doing so.

Her testimony was delivered as the committee resumed its hearing of FCC members on educational TV reservations. Two weeks earlier, Miss Hennock strongly urged a permanent "freeze" on reservations.

In her new testimony, Comr. Hennock said she was convinced that the Administrative Procedures Act requiring government agencies to permit filing of requests for rule changes must be followed. She did say, however, that commercial petitioners should be required to challenge the general concept of educational reservations, rather than be allowed to question individual channels.

The half-day session last week saw general agreement by senators that legally the FCC could not extend the reservations after June 2. The ban on any changes in the TV allocation table, established last year following the three-year TV freeze, declared that the Commission would not accept any petitions for changes for one year from the effective date of the Sixth Report and Order [B•T, April 14, 1952]; the year runs out June 2.

At that time, petitions may be filed for changes in the allocations table, including deletion of the reserved status for educational channels. Until the Commission acts on each petition, the reservations will continue.

Gist of Miss Hennock's charges two weeks ago was that there was a conspiracy by broadcasters and trade papers to misinform on the status of the 242 reserved TV channels so that belief would be widespread that the reservations automatically expired if the channels were not granted by June 2.

Last week's session ended with a statement by FCC's new Chairman Rosel H. Hyde that there was no limit to the reserved status of educational channels.

Miss Hennock's about-face caused Sen. John O. Pastore (D-R.I.), who ardently supported her two weeks ago, to angrily declare: "You've destroyed your whole case."

Former Chairman Paul A. Walker called on the Senate committee to recommend a joint Congressional resolution favoring the extension of the educational reservations.

EXCEPTIONS ARGUED ON DENVER CH. 7

QUESTION of diversification of communication media has no place in the Denver Ch. 7 decision, KLZ Denver attorney W. Theodore Pierson told the FCC last week during oral argument on FCC Examiner James D. Cunningham's initial decision favoring the CBS-affiliated Rocky Mountain station.

Nor, emphasized Mr. Pierson, was there any violation of the FCC's chain broadcast regulations in the first TV refusal rights contained in the CBS affiliation contract.

Mr. Pierson attacked contentions by Paul A. Porter, former FCC Chairman, representing unsuccessful applicant Denver Television Co.

Argument was on exceptions to the examiner's initial decision proposing grant of Ch. 7 to KLZ [B•T, Feb. 9]. In addition to exceptions by the two contestants, FCC's Broadcast Bureau also questioned one of the examiner's findings regarding the principle of diversification. This was that the FCC "newspaper" policy—favoring a non-newspaper-owned applicant if all other things were equal—did not apply where one of the applicants also was an AM station licensee. That point had also been attacked by Denver Television Co.

Mr. Pierson gave these arguments:

• FCC policy has been to favor a non-newspaper applicant if both applicants were equal in all other respects. Mr. Pierson maintained that KLZ was far superior, in all other respects, to non-broadcaster Denver Television, and therefore the diversification factor could not enter.

• If FCC means to extend the newspaper ownership policy, it should apply the principle equally to other so-called competing businesses —theatre ownership, for example. If so extended, the policy would not apply since both KLZ and Denver Television stockholders are involved with theatres.

• Before such a policy be extended, the Commission should study the question, hold hearings, etc. It should not be instituted through a single case.

• There is a question of propriety in considering such a policy until Congress has shown its intent in the matter. A prohibition against the FCC's anti-newspaper policy was part of the McFarland Bill when it passed the House. This amendment was deleted in conference on the ground the FCC did not discriminate against newspapers. It also was felt that if an anti-discrimination amendment to the Communications Act was necessary it should forbid the FCC to penalize an applicant on account of any business connections.

Obverse of this argument was held by Mr. Porter. He argued that both applicants were equal; therefore the Commission should favor the newcomer.

Broadcast Bureau's argument regarding the issue was scheduled to be made by Assistant Hearing Division Chief Robert J. Rawson. However, Mr. Rawson was unable to appear because of his daughter's illness. Frederick W. Ford, Division chief, stated that the Broadcast Bureau stood on its argument in the exceptions filed with the Commission.

Sutton Urges FCC Approve 'Booster" Stations

FCC SHOULD look into booster TV operation—as developed by WSM-TV Nashville [B•T, Jan. 19]—and authorize such "on channel" operation, Rep. Pat Sutton (D-Tenn.) told the House of Representatives last week.

Rep. Sutton, who comes from Lawrenceburg, Tenn., site of the WSM-TV experiments, paid tribute to the station's president, John H. DeWitt, and declared the development had paved the way to bringing TV to rural areas beyond the range of stations.

In citing the advantages of the WSM-TV method, Rep. Sutton said it (1) saved spectrum space, (2) delivered a strong signal, (3) could be operated at low cost, (4) eliminated the need for tall towers and attendant hazards, (5) retained under one license the original station and the booster, and (6) fits into the national channel allocation plan.

Motor Vehicle Ownership is Double and Triple in the Keystone Market!

That's a conservative estimate, by the way, of future car, truck and tractor purchases within range of KEYSTONE'S HOMETOWN AND RURAL AMERICA stations. This projected figure is based on actual statistics, not just wishful thinking. In the RURAL AMERICA alone where KBS is a voice of buying authority, there are over five million good prospects for new cars, trucks and tractors in the next year or so! And that's just *part* of the vast network of almost 650 KEYSTONE stations listened to and believed in by America's biggest segment of "cash" customers.

Whether you're rolling these vehicles off the production line toward this fertile selling ground . . . manufacture parts, car radios, equipment and accessories or are distributors of the gas, oil and grease it takes to maintain this giant fleet—we think there's no better spot to reach YOUR next 5-million customers than KBS' HOMETOWN AND RURAL network!

●WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 W. Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

✓TAKE YOUR CHOICE
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Amer. Bakers Theatre of Stars (199)	Libby, McNeill & Libby Nick Carter	Mutual Benefit H&A—On the Line, J. Considine (183)
6:15	Don Cornell	"	6:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (203)	Squad Room	Listen to Washington S
6:45	Vacationland U.S.A.	"	"	"
7:00	American Music Hall	Amer. Tobacco Jack Benny (218) R	Treasury Varieties	Juvenile Jury S
7:15	"	"	"	"
7:30	"	Rexall Drug Amos 'n' Andy (210)	Little Symphonies	My Son, Jeep S
7:45	"	"	"	"
8:00	"	Richard Hudnut Charlie McCarthy Show (209) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (200)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	Western Union Telegram For You	"	"	"
9:00	Groen Walter Winchell (325)	Hall Brothers Hallmark Radio Hall of Fame (196)	U. S. Marine Band	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	The Adventurer S	Escape	Answers For Americans (S)	Chesterfield L&M Dragnet (171) R
9:45	"	"		"
10:00	Burton Dixie Corp., Paul Harvey (118)	Quiz Kids	Great Day Show	Barrie Craig Confidential Investigator OT
10:15	Alistair Cooke S		"	"
10:30	Science Editor S	10:35-45 p. m. Edw. P. Morgan-News Listen To Korea	Music of the People	Meet the Press
10:45	TBA	UN Report	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Eddie Fisher S	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
	"	TBA	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G-Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	Beulah	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
	Co-op Elmer Davis	Junior Miss	Dinner Date S	No Network Service
	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Amer. Home Products Gabriel Heatter	Miles Labs News of World (166)
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (193)	The Falcon	AA of RR's Railroad Hour (192)
	Field & Stream S	"	"	"
	ABE Promenade Concerts S	Lever-Lipton Godfrey Talent Scouts (170) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
	"	"	"	"
	"	Lever Brothers Lux Radio Theatre (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
	"	"	"	"
	Concert Studio	"	Co-op On and Off The Record	Cities Service Band of America (113) N
	"	"	"	"
	News of Tomorrow Wine Corp. 180	R. J. Reynolds Bob Hawk Show (185)	A. F. of L. Frank Edwards (151)	Chevrolet Dinah Shore (182)
	Virgil Pinkley S	"	Co-op Elton Britt	Words in the Night
	Freedom Sings S	Trout 10:30-35 Ford (105)	Dance Orchestra	John Cameron Swayze
		Cedric Adams Sonotone (150)		Al Goodman's Orchestra 10:35-11
	"	Three Suns	"	
	Holly Orchestra S	News	Co-op Baukhage Talking	No Network Service
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
	"	TBA	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G-Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
	Co-op Elmer Davis	(Junior Miss)	Co-op Hazel Markel	No Network Service
	General Mills Silver Eagle (137)	Jo Stafford Show	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (166)
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
	S.R.O. S	Mars Inc. People Are Funny (190)	Mickey Spillane Mystery"	Coca-Cola Coke Hour (195)
	"	"	"	Rosemary Clooney
	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	Red Skelton " OT
	"	"	"	"
	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
	"	"	"	"
	"	R. J. Reynolds My Friend Irma (185)	Co-op On and Off The Record	Reynolds Metals Fibber McGee & Molly (180)
	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
	News of Tomorrow Wine Corp. 180	C-P-P, L.Parsons (187)	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
	Virgil Pinkley S	Doris Day	Co-op Elton Britt	"
	LaSalle Orchestra (See Footnote)	Ford-Trout 10:30-35 (103)		John Cameron Swayze
	"	Cedric Adams 10:35-45	Bands For Bonds	First Nighter S
		Three Suns		
	Holly Orchestra S	News	Co-op Baukhage Talking	No Network Service
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Poetry of Our Times
12:00 N	News S	Europe Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Gloria Parker S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (108)	Treasury Show	Vandeventer & The News S	Youth Wants to Know
1:15	"		J. R. Wood Lanny Ross	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	O-Cedar-Yoni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
	"	"	"	Thy Neighbor's Voice
	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
	Sterling Drug My True Story (212)	Snow Crop Cons. Cosmetic Godfrey (194) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
	"	Star-Kist Owens-Corning Godfrey (192) R	Mutual Music Box	"
	General Mills Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (190) R	10:35-11 Co-op Jack Kirkwood	Campbell Double or Nothing (147)
	Durkee Foods When A Girl Marries (165)	Pillsbury Arthur Godfrey (193) R	10:35-11 Eff. 5/11 TBA	"
	Live Like A Millionaire	National Biscuit Toni-Arthur Godfrey (200) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
	"	Liggett & Myers Arthur Godfrey (205) R	Queen For a Day	"
	Turn to a Friend 11:30-12	Contnl. Baking Grand Slam (53)	Tu & Th Quaker Wed.-A. C. Weber	C-P-P Bob & Ray (183)
	Durkee Foods News-Gardiner 12-12:10 (165)	P&G Ivory Snow Rosemary (143)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (140)
	12:10-12:15 Prudential Jack Borch	General Foods Wendy Warren (158)	Miles Labs Curt Massey Time	No Network Service
	Valentino S	Lever Bros. Aunt Jenny (169)	Johnson & Son News (12:15-12:25)	"
	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (184)	Swift All Sweet Music Box	"
	Not in Service	Whitehall Our Gal Sunday (177)	Faith In Our Time	"
	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
	Skinner Mfg. Co. 9:30-10 (36)	Ferry-Morse Garden Gate (197)	"	Mind Your Manners
	"	Milner, Robt. Q. Lewis (100)	"	"
	Co-op	Animal Fdtn. Galen Drake (169)	Miscellaneous Program S	Archie Andrews S
	"	Galen Drake	"	"
	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
	"	"	Helen Hall	"
	Platter Brains	Cream of Wheat Grand Central Station *(124)	11-11:25 Mutual Music Meeting	My Secret Story
	"	"		"
	Eddie Fisher Show S	Cannon Mills Give & Take (154)	Farm Quiz	Modern Romances S
	"	"		"
	101 Ranch Boys S	Armstrong Cork Theatre of Today (190)	Quaker Man on the Farm	News (12-12:05)
	"	"	"	Dude Ranch Jamboree (12:05-12:30) S
	American Farmer S	Carnation, Stars Over Hollywood (195)	5th Army Band	Coffee in Washington
	"	"	"	"
	Navy Hour S	Toni Fun For All (292)	Dance Orch	Allis-Chalmers Natl. Farm & H Hour (188)
	"	"	"	"

1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

	NBC	ABC	CBS	MBS	NBC
6:00 PM	Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	Bill Stern's Sports Review (MM)	"	TBA	"	Bill Stern's Sports Review (MM)
6:30	No Network Service	"	No Service	"	No Network Service
6:45	Sun Oil Co. 3-Star Extra (34)	"	P&G–Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Pure Oil Co. News Parade (34)	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	No Network Service	Co-op Elmer Davis	Junior Miss	Co-op Rukeyser Reports	No Network Service
7:30	Miles Labs News of World (168)	General Mills Silver Eagle (137)	Jo Stafford Show	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
7:45	Miles Labs Man's Family (166) Rp	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs Man's Family (166) Rp
8:00	R. J. Reynolds Walk A Mile (179)	The Top Guy $	Brylcreem P & G, Nestle Co. Meet Millie (196)	Official Detective	General Foods Roy Rogers (162)
8:15	"	"	"	"	News 8:25
8:30	"	Kraft Gildersleeve (160)	Heritage! Alt. Wks. $	Cathy & Elliott Lewis Onstage	(Co-op) John Steele Adventurer
8:45	"	"	"	"	"
9:00	"	DeSoto Plymouth Dealers, Groucho Marx Show (191)	ABC Playhouse $	Andrew Jergens Time for Love (137)	(Admiral) Life Is Worth Living
9:15	"	"	"	"	"
9:30	"	Amer. Cig. & Cig. Big Story (191)	"	Gen. Elect. Bing Crosby (205)	On and Off The Record
9:45	"	"	"	"	"
10:00	"	Gen. Foods Bob Hope (140)	News of Tomorrow Wine Corp. 180	Amer. Tob. Horace Heidt (209)	A. F. of L. Frank Edwards (151)
10:15	"	"	Virgil Pinkley $	"	Co-op Elton Britt
10:30	"	John Cameron Swayze	Airmen of Note (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra
10:45	"	Dangerous Assignment *M-M, 10:35-11	"	Dance Orchestra	"
11:00	"	No Network Service	Holly Orchestra $	News	Co-op Baukhage Talking
11:15 PM	"	News of the World Morgan Beatty	Sports Report $	Dance Orchestra	U.N. Highlights

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	TBA	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Junior Miss	Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153) See Footnote)	Jo Stafford Show	Union Pharmaceutical Gabriel Heatter	Miles Labs News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs Man's Family (166) Rp
8:00	Michael Shayne $	Brylcreem P & G, Nestle Co. Mr. Keen (196)	Take a Number *	Coca-Cola Co. Coke Time (195)
8:15	"	"	"	Rosemary Clooney $
8:30	Fun For All Toni	Mr. Chameleon	(Co-op) True or False	Best Plays
8:45	"	"	"	"
9:00	Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	There's Music in the Air	Co-op Red & Gun Club of the Air	"
9:15	"	"	"	"
9:30	Electric Cos. Meet Corliss Archer (325)	"	On and Off The Record	Name That Tune
9:45	"	"	"	"
10:00	Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (28)	Chevrolet Dinah Shore (182)
10:15	"	"	Co-op Elton Britt	Words in the Night
10:30		Ford-Trout 10:30-35 (97) Cedric Adams	Dance Orchestra	John Cameron Swayze
10:45	News of Tomorrow $ (See Footnote)	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
11:00	Frank & Jackson $	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report $	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Una Mae Carlisle $	Edw. P. Morgan News	Otto Thurn's Orchestra	News from NBC
6:15	Buddy Weed Trio $	UN on the Record	"	H. V. Kaltenborn MM
6:30	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	NBC Summer Symphony
6:45	Labor-Management $	Larry LeSueur News	"	"
7:00	"	Broadway Is My Beat	Co-op Al Helfer	"
7:15	Women In Uniform $	"	Report From The Pentagon	"
7:30	Dinner At The Green Room $	R. J. Reynolds Vaughn Monroe (181)	Down You Go (7:30-7:55)	Your Mental Health
7:45	"	"	State Farm Auto Ins. Co. C. Brown	"
8:00	Dancing Party $	Wrigley Gene Autry (186) R	Wildroot 20 Questions	Inside Bob & Ray
8:15	"	"	20 Questions $	"
8:30	"	GF-Post Cereal Tarzan (96) R	Co-op Virginia Barn Dance	TBA
8:45	"	"	"	"
9:00	"	Gangbusters	(Co-op) New England Barn Dance Jamboree	Pee Wee King $
9:15	"	"	"	"
9:30	"	Gunsmoke	Lombardoland U.S.A. $	R. J. Reynolds Grand Ole Opry (178)
9:45	"	"	"	"
10:00	Saturday at Shamrock $	Saturday Night Country Style	Chicago Theatre of the Air $	Ralston Purina Eddie Arnold Show (115)
10:15	"	"	"	"
10:30	Ambassador Hotel	10:30-35 News-Edw. P. Morgan	"	M. Willson's Music Room $
10:45	"	Saturday Night Country Style	"	"
11:00	News $	News	News	News from NBC
11:15 PM	The Playboys $	Dance Orchestra	Dance Orchestra	Alex Drier News

TIME

SUNDAY

	CBS	MBS	NBC
12:00 Noon	Reception Place	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
12:15 PM	"	"	"
12:30	Langines-Wittnauer Announcette (182)	Bandstand USA	The Catholic Hour
12:45	12:45-1 p. m. News	"	"
1:00	Dr. Wm. Wings of Life	US Military Academy Band	American Forum of the Air
1:15	"	"	"
1:30	Marine Reveille $	Top Tunes with Trendler	Critic at Large
1:45	"	"	Youth Brings You Music
2:00	Billy Graham Hour of Decision (221)	"	Songs of the Wild $
2:15	"	Peter Salem	"
2:30	Gospel Broadcast Old-Fashioned Revival Hr.	"	Elmo Roper
2:45	"	"	"
3:00	Stars for You	Under Arrest	G. I. Joe $
3:15	"	"	"
3:30	3:30-35 Ed. Labs. A. Perry Sunday Hour (199)	4:30-4:55 Dear Margy It's Murder	Jason and the "Golden Fleece"
3:45	"	4:55 Scholl Mfg. Dr. Scholl's News	"
4:00	This We Accept Around the World	Kingan Rev. Godfrey Schmidt (107)	Wildroot The Shadow	The Chase
4:15	"	"	"
4:30	Goodyear Greatest (225)	Ed-Sullivan Symphony (18)	Motorola (alt. wks.)	Gulf Oil Co. Countersp (135)
4:45	4:45-5 p. m. Johnson (165)	True Detective Mysteries	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
12:00 Noon	Closed Circuit	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op Home Edition of The News $
12:15 PM	"	P&G Duz Guiding Light (157)	"	Wesson Oil Dr. Paul (61)
12:30	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (142)	Say It With Music	No Network Service
12:45	"	P&G Tide Perry Mason (168)	2:25 Johnson & Son, News	Jane Pickens
1:00	Tennessee Ernie $	Toni, Seeman Nora Drake (191)	M-W-F Mac McGuire $ Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway
1:15	"	P&G Ivory Fl. Brighter Day (167)	No Network Service	Kukla Fran & Ollie K. News 2:55
1:30	"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
1:45	Toni Co. (128) Tu, Th, F	Lever, Kellogg Housepartv * (177) R	"	P&G Road of Life (163)
2:00	"	Pillsbury House Party (186) R*	"	P&G Pepper Young (166)
2:15	"	Quaker *A. Jemima (123)	"	P&G Right to Happiness (163)
2:30	General Mills Cal Tinney (274)	Gen. Fds.(4-4:05) Cole (46)* Robt. Q. Lewis (85)	Music With Bruce & Dan	P&G Backstage Wife (175)
2:45	"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)
3:00	Jack Owens Show $	Treasury Bandstand	M-Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)
3:15	"	"	"	Manhtn. Soap Woman in My House (181)
3:30	Co-op Big Jon & Sparkie	4:55-5 News	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall† Just Plain Bill (143)
3:45	Fun Factory $	5-5:45 p.m. No Service	W&F Songs of the B-Bar-B	Whitehall Front Page Farrell† (138)
4:00	Bonnie Kemper	"	5:30-5:55 M-W-F Ko logg Wild Bill Hickok Tu&Th Derby Sky King	C-P-P Lorenzo Jones (191)
4:15	Lum & Abner $	Miles Labs Curt Massey Time (148) R		Ex-Lax Ins. Doctor's Wife (172)

SATURDAY

	ABC	CBS	MBS	NBC
12:00 Noon	Vincent Lopez Show $	Carter City Hospital (199)	1:30-2:25 Ruby Mercer Show	U. S. Army Band $
12:15 PM	"	"	"	"
12:30	Playland U.S.A.	Hormel & Co. Music with H. Girls (123)	"	U. S. Marine Band $
12:45	"	"	2:25 Johnson News	"
1:00	"	Make Way For Youth	101 Ranch Boys	Design for Listening
1:15	"	"	"	"
1:30	Pan-American Union	Report From Overseas	Bandstand USA	What's the Score
1:45	"	Adventures In Science	"	"
2:00	Martha Lou Harp	Farm News Co-op	Sports Parade	All Star Parade of Bands
2:15	"	Correspondents Scratchpad	"	"
2:30	Gillette Horse Races	Eddie Fisher Army Show	Salute to the Nation	Stars for Action
2:45	"	"	"	"
3:00	Treasury Show	Treasury Show	Mac McGuire Show	Robert Armbruster & His Music
3:15	"	Horse Racing	"	"
3:30	London Concert Studio $	Washington U.S.A.	Walter Preston's Show Shop	Big City Serenade $
3:45	"	"	"	"
4:00	Pauleene Carter	Saturday at the Chase	"	Author Speaks $
4:15	Club Aluminum Club Time (79)	"	5:50-6 Johnson & Son News	Public Affairs $

Explanation: Listings in order, Sponsor, name of program, number of stations; if participating, if repeat broadcast West Coast; TBA to be announced RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319). 7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m. M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Gatherin' (107).
8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (33).
1:00-11:05 a.m., Sat., Campana, Shadel (189)
1:55-2 p.m., Sat. Gen. Foods, G. Drake (156).
Tu. 3:15-30 p.m., Fri. 3:30-45 p.m.
Tu. 3:15-30 p.m. House Party, Fri. 3:30-45 p.m.
3:30-45 p.m., Tu. & F., Kellogg, House Party.
3:55-4 p.m., M., W., F., Toni Co. It Happens Every Day (173). Seeman Bros. (167). It Happens Every Day on Tu. Th.
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (96)R.
1:30-11:35 a.m., Sun., Bill Shadel (8)
3:30-45 p.m., M.Th., Pillsbury, House Party (186)
3:15-30 p.m. M. W. Th., Lever—House Party (177).
3:15-30 p.m., Fri., Gr. Giant, House Party (172).
3:45-55 p.m., M. W. F., Quaker Oats, Aunt Jemima, Home Folks (123).
Sun. 4:55-5 p.m. Sonotone-Cedric Adams (164 sta.)
4-4:05 p.m., M-F, Gen. Fds., Robt. Q. Lewis (84)
3:45-55 p.m., Tu. Th., Sunshine Sue

MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co.
8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs.
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son, News
Mon.-Sat. 3-3:05 p.m. M.-S.-Burlington Mills—Cameo Lady Talk
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
10:45 p.m., M-F, Jimmy Melville Bill Henry.
Mutual-Multi-Message Plan—Participating sponsors: Mon.-Fri. 8-8:30 p.m. programs—General Mills; Mon.-Tues.-Thurs. 8-8:30 p.m. Programs—R. J. Reynolds.
Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.
Camel Scoreboard—Reynolds Tobacco. 5 min. following Game of the Day Mon.-Sat.
Wheaties Scoreboard-Gen. Mills, 5 min following Game of the Day-Sun.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 133 stations.
† Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. dates, Whitehall, "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
OT Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

THREE NEW VHF TV OUTLETS START; TOTAL STATIONS ON AIR NOW 168

KELO-TV Sioux Falls, S. D., is the only one of the trio beginning operations in an unoccupied video market. KCBD-TV Lubbock, Tex., and KTYL-TV Phoenix-Mesa, Ariz., are the other opening stations.

THREE new vhf television stations were scheduled to begin regular commercial programming yesterday, but only one starts operation in a virgin TV market.

The three which planned to begin are:

KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC-TV. Already on the air in Lubbock: KDUB-TV on vhf Ch. 13.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co., affiliated with ABC-TV and NBC-TV. It is the first Sioux Falls TV station to go on the air.

KTYL-TV Phoenix-Mesa, Ariz., vhf Ch. 12, represented by Avery-Knodel Co. Already on the air in Phoenix: KPHO-TV on vhf Ch. 5 (a pre-freeze station).

The number of post-thaw TV stations listed as operating commercially has risen to an even 60. Of these, 32 are vhf and 28 are uhf.

Total number of stations counted as on the air with commercial programming now is 168. Total vhf stations considered operating on a commercial basis number 140 of which 108 are pre-freeze outlets.

May 1 Targets

Between now and May 15, at least eight more permittees expect to get underway with commercial program schedules. Aiming for May 1 are:

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co.

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks.

WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 38, represented by Weed Television, affiliated with ABC-TV.

Planning to begin May 15 are:

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe & Co.

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters Inc., affiliated with all four networks.

All target dates are subject to change. Sometimes, at the last minute, a particular part of the transmitter fails to function properly, or perhaps the coaxial cable, for the network affiliation, is not put into operation by the telephone company at the promised time. Occasionally a station is requested by the set dealers in its area to continue a test pattern for a few extra days in order to get sets properly adjusted before programming begins.

It was for these and similar reasons that a few stations which have already been counted as going on the air did not begin their commercial programming on the scheduled date.

For example, WLBC-TV Muncie, Ind., uhf Ch. 49, represented by Walker Representation Co. and affiliated with CBS-TV, did not begin April 15 as planned. However, it expects to begin "any day now."

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed Television and affiliated with NBC-TV, had its planned April 17 start delayed to April 24.

WKNX-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perna, did not start last Monday, but does expect to go on the air April 29.

WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and carrying some NBC-TV programs, started its test pattern April 20 with reduced power on an intermittent basis. It planned to boost its output to full power last Friday. WCOS-TV which had been aiming for an April 15 start, now expects to begin commercial programming before May 2.

At last report KUHT (TV) Houston, a noncommercial educational permittee on vhf Ch. 8, still plans a May 4 start after suffering a two-week setback. As soon as the NARTB convention is over, KUSC-TV Los Angeles, uhf Ch. 28, another noncommercial educational grantee, will get the last units of its equipment, on display at the convention, and probably will get on the air sometime in May.

• Tri-City Broadcasting Co., Wheeling, W. Va., granted vhf Ch. 7 last week, hopes to start in late fall. Thomas M. Bloch, president of Tri-City and also of WTRF Bellaire, Ohio, told B•T that RCA equipment will be used. He said network affiliation and national representation is unknown at this time.

• Howard Barrett, vice president and general manager of KRBC-TV Abilene, Tex., vhf Ch. 9 grantee [B•T, April 20], told B•T the starting date for his station has been set for Aug. 1. Representation will be handled by John E. Pearson TV Inc. Type of equipment is undetermined, he said, and network affiliation has not yet been decided upon.

• Ben K. McKinnon, general manager of WGVL (TV) Greenville, S. C. [B•T, April 13], advised B•T last week that its national sales representative will be H-R Television Inc., with James S. Ayers for representation in the South. The station is assigned uhf Ch. 23.

WGVL (TV) Sets Aug. 1

"Our air date is scheduled for Aug. 1," Mr. McKinnon reported, "and we have signed affiliation with ABC-TV." Offices for the new station are on the second floor of the Calhoun Towers, with studio construction underway on the first floor. The transmitter location is atop Paris Mt., 1,140 ft. above average terrain. WGVL (TV) will utilize the old WMRC-FM transmitter building and tower. RCA equipment will be installed under the supervision of Emil Sellars, chief engineer.

• James E. Gordon, vice president and general manager of WJMR-TV New Orleans, La., uhf Ch. 61, told B•T that its target date is planned for sometime next September.

• KSTM-TV St. Louis, uhf Ch. 36, is planning its debut for Sept. 1. It is represented by H-R Television Inc.

• J. E. O'Neill, holder of a CP for uhf Ch. 47 in Fresno, Calif., said the station's call letters will be KJEO (TV). Mr. O'Neill former national president of the National Automobile Assn., also stated that Charles Theodore, will assist him with direction of KJEO (TV) and that Gene Chenault will be general manager [B•T, April 13]. KJEO (TV) is not affiliated with KYNO(AM) Fresno, Mr. O'Neill pointed out, although Mr. Chenault and Bert Williamson, who will be in technical charge of KJEO (TV), have minority interest in both stations.

• WGOV-TV Valdosta, Ga., uhf Ch. 37, plans a November starting date. The RCA-equipped station will be represented nationally by STARS National Inc., and in the southeast by STARS Inc. Principals include President E. D. Rivers Jr., Vice President W. H. Keller Jr. and Station Director A. B. Smith.

• Within the last week, five new transmitters have been received by TV stations.

WGBI-TV Scranton, Pa., has received a General Electric transmitter for its uhf Ch. 22 operation.

RCA has shipped three transmitters, including its first new 10 kw highband vhf transmitter, sent to KTBC-TV Austin, Tex., vhf Ch. 7. The new unit is expected to boost KTBC-TV's effective radiated power from 20 kw to 100 kw.

Other RCA transmitters were shipped to KCTY (TV) Kansas City, Mo., uhf Ch. 25 outlet owned by the Empire Coil Co., and to WFTV (TV) Duluth, Minn., uhf Ch. 38. Both were 1 kw transmitters, but the associated RCA high-gain antenna and special transmission line are designed to multiply the signal strength more than 20 times.

Allen B. DuMont Labs. Inc. shipped a 5 kw vhf transmitter and associated station and studio equipment to WCSC-TV Charleston, S. C., last week. The station is assigned vhf Ch. 5.

• John L. Booth, president of Booth Radio & Television Stations Inc., advised B•T that WBKZ-TV Battle Creek-Kalamazoo, Mich., will be on the air with a full schedule of programming May 22. Test pattern for the uhf Ch. 64 station will go the air May 15.

Harry E. Travis is WBKZ-TV manager. National representation is being handled by Weed Television.

• Tom E Gibbens, vice president and general manager of WAFB-TV Baton Rouge, La., told B•T that the uhf Ch. 28 outlet started programming as planned April 19.

MOWREY NAMED WABC-TV GEN. MGR.

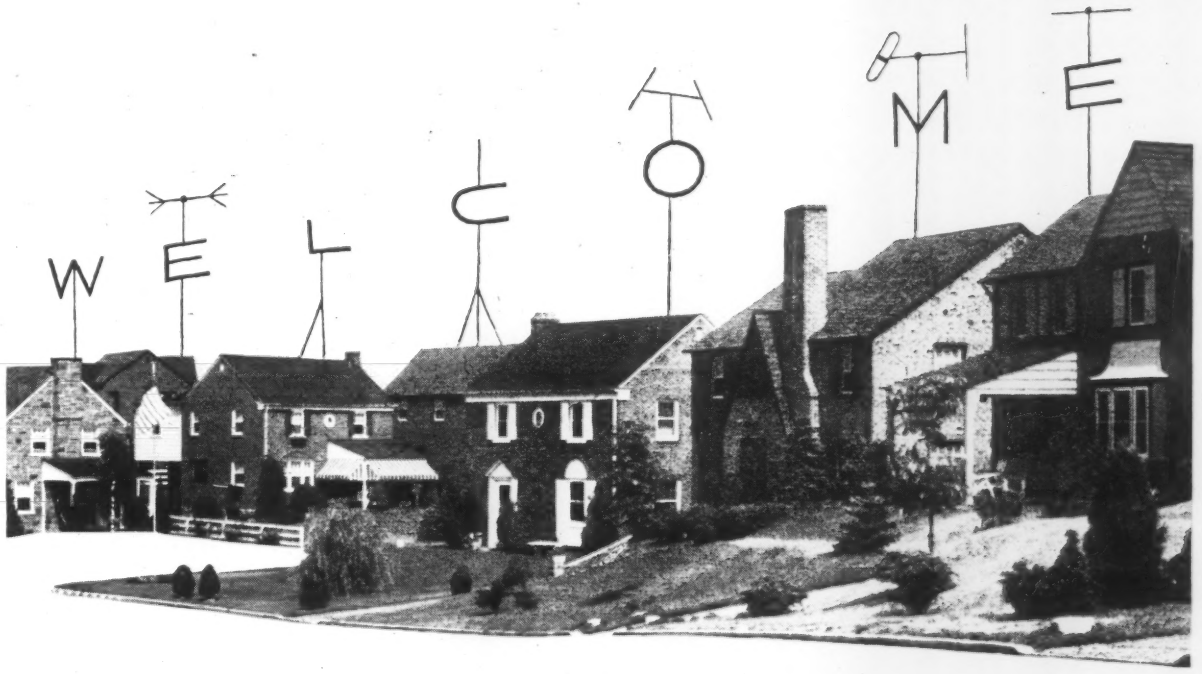
PROMOTION of Paul Mowrey from station manager to general manager of WABC-TV New York was announced last week by Slocum Chapin, vice president for ABC-owned TV stations.

Mr. Mowrey

Mr. Mowrey succeeds Mr. Chapin, who had held the title and duties of WABC-TV general manager, in addition to his position as ABC vice president. Mr. Mowrey joined ABC in 1944 as supervisor of television operations and later served as supervisor of sales operations for network package programs and with the networks sales staff.

WMAL on 24-Hour Basis

WMAL Washington announces its broadcast schedule will be on a 24-hour daily basis, the first such operation in the station's 27-year history. Peter V. O'Reilly, who programs popular music as "The Starduster," has been assigned to a 5½-hour, all-night stint.



The welcome mat is out in the "City of Homes"

In Philadelphia your message always receives a hearty welcome when it goes home on WCAU-TV.

Look at the facts. 2 out of every 3 families turn to WCAU-TV during the weekday daytime hours. Mostly kiddies? Not by a box top! WCAU-TV's superior programing attracts a daytime audience of 55% purse-holding women—nearly twice the average of Philadelphia's other TV stations. And it's a big audience! For Philadelphia has a higher percentage of TV sets (over 90% of the families) than any other major city in the country . . . and nearly 80% of the families watch daytime TV during the working week.

Conclusion? A timely one. 20% more national spot advertisers use WCAU-TV than any other Philadelphia TV station because experience has shown . . .

Source: Philadelphia ARB, Feb. 1953.

It's the time to buy...

WCAU-TV

The Philadelphia Bulletin Television Station • CBS Affiliate • Represented Nationally by CBS Television Spot Sales

ATLASS, WRIGLEY SELL WIND TITLES

H. LESLIE ATLASS and Philip K. Wrigley have relinquished their interests in WIND-AM-TV Chicago under terms of an agreement transfering 100% control of Johnson-Kennedy Corp., licensee, to WIND Inc. Their considerations will be $564,495 and $1,126,566, respectively.

The *Chicago Daily News*, third stockholder in Johnson-Kennedy, receives $1,126,566 and has purchased 27.7% interest in WIND Inc. for $12,500. Total consideration of $2,900,000 is to be paid out of current assets and future revenues.

Because Mr. Atlass has "interest" in WBBM-TV, FCC required him to give up his holding in WIND as a condition of its recent TV grant to the station. He is vice president in charge of the CBS Central Division and general manager of the network's o & o WBBM-AM-TV.

Mr. Wrigley is withdrawing in order to provide for his heirs, four of whom hold stock in WIND Inc. Messrs. Wrigley and Atlass bought into WIND in late 1938.

Four members of the Atlass family are stockholders in WIND Inc., including Ralph Atlass (11.1%), president of the new corporation and WIND manager. The tenth party in interest is John Carey (5.5%), WIND Inc.'s vice president and the station's sales manager.

WIND Inc. has issued 9,000 shares of stock at par value of $5. After FCC approval of the transfer of control, WIND Inc. is expected to apply for assignment of license from Johnson-Kennedy.

Arthur Harre Resigns WCFL Director's Post

ARTHUR R. HARRE, managing director of WCFL Chicago for the past two and a half years, has resigned, the station announced last Tuesday. He has been in ill health and relinguished the post on the advice of his physician. Marty Hogan, who has been handling executive duties, will be acting managing director.

WTOP-TV Issues Rate Card

WTOP-TV WASHINGTON last week issued rate card #4, effective April 1, which does not change basic rates but reclassifies the 8 to 10:30 p.m. daily segment as Class A time with a one-time hourly rate of $1,100. Class A Sunday time is from 6 to 10:30 p.m. Station breaks in Class A periods are $165 for 20 seconds and $70 for 10 seconds, figured on the one-time rate.

In announcing the new rate card, George F. Hartford, vice president in charge of sales for WTOP-TV, said Washington circulation will soon pass the million mark.

Sweeney to WPAT Sales

MICHAEL SWEENEY of the O. L. Taylor Co., station representation firm, has been named director of sales of WPAT Paterson, N. J., effective May 1, the station's executive vice president, D. J. Wright, announced last week. Mr. Sweeney will have headquarters at the WPAT offices in the RKO Bldg., New York.

WSGN SALE THIRD BIRMINGHAM DEAL

THIRD major station transaction in Birmingham, Ala., within a fortnight was reported last week as the Birmingham News Co. announced sale of WSGN-AM-FM there for $350,000-plus to local investment banker John S. Jemison Jr. and associates. Also, TV permit for uhf Ch. 42 would be transferred, upon FCC consent.

Sale of WSGN properties is necessitated by the News Co.'s purchase of WAPI, WAFM (FM) and WAFM-TV Birmingham from Ed Norton and Thad Holt for gross consideration of $2.4 million [B•T, April 13].

Earlier, Storer Broadcasting Co., multiple AM-TV station operator, bought WBRC-AM-TV there for $2.4 million, also subject to FCC approval [B•T, April 6]. Since WBRC-TV would give Storer its limit of five TV outlets, Storer has dropped its Ch. 9 bid at Wheeling and Ch. 10 application at Miami. Storer also plans to sell WSAI-AM-FM Cincinnati to comply with the unwritten FCC policy of seven AM stations' limit.

Sale of WSGN properties was announced by Henry P. Johnston, executive vice president of the *Birmingham News* and managing director of its broadcast operations for 16 years. He said WSGN would be transferred to a new firm, Jemison Broadcasting Co., with Mr. Jemison as chairman of the board and principal stockholder. Other officers and stockholders include local businessmen William H. and Carl Hulsey, the latter vice president.

President and general manager of Jemison Broadcasting will be Bascom H. Hopson, in Alabama radio for 20 years and son-in-law of Frederick I. Thompson, an FCC Commissioner from 1939-1941. Mr. Hopson, one-time leassor of WAPI, presently owns WJBY Gadsden and WHBB Selma, both Alabama.

The WSGN transaction was handled by Blackburn-Hamilton Co., station broker.

Graybar Claims 'Firsts' In WICC-TV Operation

WICC-TV Bridgeport, Conn., racked up three "firsts" in the equipment field when it commenced operations April 12, Graybar Electric Co. (which handled the equipment) claimed last week.

It was, Graybar officials said, the first installation of Federal Telecommunciations Labs.' new uhf equipment; the first erection of Blaw-Knox's new type TG triangular-guyed tower, and the first uhf television installation by Graybar.

Features of "small-station design" incorporated at WICC-TV were stressed by Graybar authorities, who noted that the control-room equipment was so designed by Federal that only two men are required to operate it—one to perform transmitter supervision, audio-switching, changing film reels, and turntable operation, while the other, in charge of master control, can insert slides, switch programs, check resolution, set levels, and control many special effects all from one position.

WICC-TV, on Ch. 43, has reported excellent reception over a 40-mile radius, fringe reception up to 60 miles and, in some cases, for greater distances. The station is headed by Philip Merryman, president and general manager.

ATTENTION

BROADCASTERS and TELECASTERS:

If you're interested in discussing successful radio and television representation, visit the HEADLEY-REED Convention Headquarters at the Statler.

Sterling B. Beeson—New York
John H. Wrath—Chicago
John Schultz—Chicago
Clark Barnes—Los Angeles

THE HEADLEY-REED COMPANY

NEW YORK SAN FRANCISCO PHILADELPHIA
CHICAGO ATLANTA HOLLYWOOD

Successfully serving our clients since 1937

Shooting for more sales in Southern California?

FEB. 1953 RATINGS
Weekly Average
6 PM - MIDNIGHT

	ARB	PULSE
KNBH	25.6	26.0
2nd Sta.	20.6	20.0

Mon. thru Fri. Noon-6 PM

	ARB	PULSE
KNBH	19.7	22.0
2nd Sta.	18.6	22.0

FEB. 1953
five top shows in
Southern California

	ARB	PULSE
1.	Sta. X	Sta. X
2.	KNBH	KNBH
3.	KNBH	KNBH
4.	KNBH	KNBH
5.	Sta. X	KNBH

KNBH FIRES BOTH BARRELS TO BAG MORE PROFITS FOR YOU!

Southern California spends *$120. more per capita* on retail sales than the average for the United States! That's the best proof that the KNBH area is where your TV advertising can build more sales for you. For proof about which station gives you best coverage, look into the double-barreled shotgun above!

NBC HOLLYWOOD

KNBH *Channel* **4**

200 STATIONS JOIN SRA 'SPOT CRUSADE'

MORE than 200 radio stations have joined the "Crusade for National Spot Radio," John Blair, president, Station Representatives Assn., under whose auspices the campaign was launched [B•T, March 2], reported Wednesday, before leaving for Los Angeles, where he will be available at the Statler to discuss progress of the Crusade with station executives during the NARTB convention.

Goal of the "Crusade" is to finance a major promotion of spot radio to key advertisers and agencies, Mr. Blair noted. Immediate response to the SRA appeal was sufficient to enable the employment of a fulltime salesman, he said, and more funds are being sought to underwrite research and other activities needed for more effective spot presentations and to provide better service to the expanding number of agency requests for information from SRA.

Stations participating as of April 21 are:

WDIG WOOF Dothan, Ala.; KTUC Tucson, Ariz.; KVLC KLRA Little Rock, Ark.; KLOK San Jose, KVOE Santa Ana, KJBS San Francisco, KFXM San Bernardino, KHUM Eureka, KMPC Los Angeles, KCRA KROY Sacramento, KSDO San Diego, KBIG Avalon, all California; KFEL Denver; WBRY Waterbury; WDRC WTIC WCCC Hartford, all Connecticut.

WSPB Sarasota, WJNO West Palm Beach, WCOA Pensacola, WQAM Miami, WPLA Plant City, WDBO Orlando, WJAX Jacksonville, WFLA Tampa, WTAL Tallahassee, all Florida; WSAV WTOC WFRP Savannah, WLET Toccoa, WKTG Thomasville, WGAC Augusta, WGBA Columbus, all Georgia.

KLIX KTFI Twin Falls, KDSH KIDO Boise, all Idaho; WROK Rockford, WCFL WIND WLS Chicago, WPRC Lincoln, WTAD Quincy, WMBD Peoria, WDZ Decatur, all Illinois; WTRC Elkhart, WIKY WGBF Evansville, WBOW Terre Haute, WIOU Kokomo, WIBC Indianapolis, all Indiana.

KOEL Oelwein, KWPC Muscatine, KROS Clinton, KICD Spencer, WDBQ Dubuque, KGLO Mason City, WHO KRNT Des Moines, KVFD Fort Dodge, all Iowa; WKLO Louisville, WKYB WPAD Paducah, WLAP Lexington, WSON Henderson, WHOP Hopkinsville, WHLN Harlan, WCMI Ashland, all Kentucky.

WDSU WNOE New Orleans, KMLB KNOE Monroe, KWKH Shreveport, all Louisiana; WPOR Portland, Me.; WFBR Baltimore, Md.; WNBH New Bedford, WOCB West Yarmouth, WNAC WHDH Boston, all Massachusetts; WKLA Ludington, WKZO Kalamazoo, WFDF Flint, WWJ Detroit, all Michigan.

KWLM Willmar, KATE Albert Lea, all Minnesota; WGCM Biloxi-Gulfport, WAML Laurel, WSLI Jackson, all Mississippi; KXOK St. Louis, KHMO Hannibal, both Missouri; KXLQ Bozeman, KXLF Butte, KXLK Great Falls, KXLJ Helena, KXLL Missoula, all Montana; KFAB WOW Omaha, WJAG Norfolk, KODY North Platte, KOLN Lincoln, KOLT Scottsbluff, all Nebraska.

WKNE Keene, N. H.; KSIL Silver City, N. M.; WMCA WQXR WNEW New York, WIRY WEAV Plattsburg, WFBL WSYR Syracuse, WIBX WRUN Utica, WWNY Watertown, WMSA Massena, WENT Gloversville, all New York; WPTF Raleigh, WWNC Asheville, WIFM Elkin, WIRC Hickory, all North Carolina.

WBNS Columbus, WSTV Steubenville, WHIZ Zanesville, WSPD WTOL Toledo, WLOK WIMA Lima, WCLT Newark, WHBC Canton, all Ohio; KVOO KRMG Tulsa, KMUS Muskogee, WBBZ Ponca City, all Oklahoma; KERG Eugene, KPOJ Portland, both Oregon.

WGBI Scranton, WSBA York, WRAK Williamsport, WHUM Reading, WKAP Allentown, WCDL Carbondale, WILK Wilkes-Barre, all Pennsylvania; WHIM WJAR Providence, R. I.; WCSC Charleston, WMRC Greensville, WIS Columbia, WSPA Spartanburg, all South Carolina; WNAX Yankton, KOTA Rapid City, both South Dakota.

WDEF Chattanooga, WSM Nashville, WTJS Jackson, WOPI Bristol, WHHM WDIA WHBQ Memphis, all Tennessee; WACO Waco, WTRN Wichita Falls, KXYZ Houston, KFRO Longview, KMHT Marshall, KVOZ Laredo, KBOR Brownsville, KPLT Paris, KFJZ Fort Worth, KFYO Lubbock, KBKI Alice, KITE KABC San Antonio, KGBC Galveston, KXIT Dalhart, KUNO Corpus Christi, KNOW Austin, KLIF Dallas, KTRM Beaumont, all Texas.

WCAX Burlington, Vt.; WDBJ WSLS Roanoke, WGH WRAP Norfolk, WBTM Danville, WVEC Hampton, all Virginia; KUG Walla Walla, KXLY KREM KHQ Spokane, KXRO Aberdeen, WPQ Wenatchee, KMO Tacoma, KIMA Yakima, all Washington.

WWDC Washington, D. C.; WSAZ Huntington, WTIP Charleston, WJLS Beckley, all West Virginia; WOMT Manitowoc, WSAU Wausau, WRAC Racine, WIBA Madison, all Wisconsin; KPOW Powell, KODI Cody, both Wyoming.

WAFB-TV Baton Rouge Begins Operations

A PARADE with 2,000 participants marched through the studios of WAFB-TV Baton Rouge as that station began official operation April 19.

The television outlet is the first in Louisiana's capital city and the second in the state. Tom E. Gibbons, vice president and general manager of WAFB-AM-FM-TV, reported that engineers found the station's reception area to contain no dead spots or weak signals. He estimates there are 22,000 uhf sets in the area.

Louisiana Gov. and Mrs. Robert F. Kennon reviewed the parade with Mr. Gibbons. It included bands, floats and military drill units, and passed through the main studios.

WAFB-TV, affiliated with all the TV networks, is represented nationally by Adam J. Young Jr. Inc., and operates with an effective radiated power of 17.5 kw on uhf Ch. 28.

WNAC-TV Begins Operation On Increased ERP of 220 kw

WNAC-TV Boston yesterday (Sunday) began its first day of transmission under its new 220 kw effective radiated power, almost 10 times the previous authorized ERP of 26.6 kw.

A new RCA antenna and power amplifier has been installed by WNAC-TV. It consists of a 12-bay superturnstile radiating structure and a 20 kw amplifier.

The Boston outlet used an intensive radio, TV and newspaper campaign in publicizing the power increase. George W. Steffy, WNAC-TV vice president, Irving Robinson, technical director, and Harry Whittemore, chief engineer, appeared on a special telecast (*The New Channal 7*) last Thursday to explain technicalities of the power boost to viewers and dealers.

Morrison to Head F&P's Spot Radio New Business

FREE & PETERS, national representative firm, is establishing a spot radio new business department in its New York offices, Jones Scovern, Eastern radio sales manager, said last week.

The department's sole function will be creation and development of spot radio business for stations represented by Free & Peters, Mr. Scovern said. Head of the new F & P department will be William A. Morrison, manager of the firm's San Francisco office.

In announcing the appointment of Mr. Morrison, Mr. Scovern said, "After interviewing many candidates for this assignment we have selected one of the outstanding radio salesmen in our organization," and added: "Bill, with his advertiser, agency and radio background, is eminently qualified for this assignment."

Mr. Morrison will report to New York July 1, Mr. Scovern said. His San Francisco replacement to be announced later.

Rhodes Sells KIBE

SALE of KIBE Palo Alto, Calif., for $60,000 by J. M. Rhodes to Sundial Broadcasting Corp., licensee of KDFC (FM) San Francisco, was announced last week. The transaction is subject to usual FCC approval and was negotiated by Blackburn-Hamilton Co., media broker.

GOLDENSON DRAWS TOP UPT PAY FOR '52

PRESIDENT Leonard H. Goldenson of AB-PT was the company's highest-paid officer or director during 1952 with total remuneration of $184,000, including a $25,000 expense allowance, according to a proxy statement issued last week in preparation for the first annual meeting of stockholders, to be held in New York May 19.

During this period the company was operating as United Paramount Theatres, which on Feb. 10 of this year merged with ABC to form AB-PT.

Second highest paid director or officer during 1952 was Director John Balaban, president of the subsidiary Balaban & Katz Corp., who received $150,187, including a $10,600 expense allowance. Walter W. Gross, vice president and general counsel, Vice Presidents Edward L. Hyman and Robert M. Weitman, and Secretary and Treasurer Robert H. O'Brien received $52,850 each, while Director Robert B. Wilby, president of Wilby-Kincey Service Corp., a subsidiary, received $49,092, and Director A. H. Blank, president of Tri-States Theatre Corp., also a subsidiary, was paid $48,151.

Total paid to all directors and officers of the corporation as a group was $721,287. Without giving details the report said ABC officers and directors who subsequently became AB-PT officers and directors received a total of $125,000 from ABC during 1952.

Under a plan approved by UPT stockholders in December, 1950, giving certain officials of the theatre company the right to purchase within seven years stock at $16.63 per share, officers and directors in 1952 held options as follows: Mr. Goldenson, 75,000 shares; Messrs. Gross, Weitman, Hyman, and O'Brien, 12,500 each; and Mr. Balaban, 7,500.

Purpose of the May 19 stockholders meeting is to elect board members. Proxies are solicited for the re-election of the present 18-man board, set up following the ABC-UPT merger [B•T, Feb. 16].

DuMont Signs to Carry East-West Grid Classic

SIGNING of a contract for telecasting the annual Shrine East-West football game the next three years on DuMont TV Network was announced last week by Tom McMahon, the network's sports director.

Mr. McMahon and William M. Coffman, managing director of the Shrine East-West Football Committee, completed the negotiations. The game is presented annually from Kezar Stadium, San Francisco, around New Year's Day.

DuMont carried the December, 1951, game coast-to-coast under sponsorship of Motorola Inc., to 55 stations. Mr. McMahon noted that "DuMont now has 111 stations and affiliates, which doubles the potential of last year's telecast."

Fred Kramer Dies

FUNERAL services were to be held Saturday in Fort Wayne, Ind., for Fred Kramer, 35, head of the CBS-AM-TV West Coast promotion department since 1951, after his death Tuesday following an apparent heart attack at his home in Sierra Madre, Calif. Survivors are his wife, two step-children, his father, mother and two sisters.

MAGNETRON

POWER

50,000 WATTS*
For Extended Range
Maximum Fade Protection

RAYTHEON

2000MC
AUDIO-VIDEO

Magnalink

MTR-50

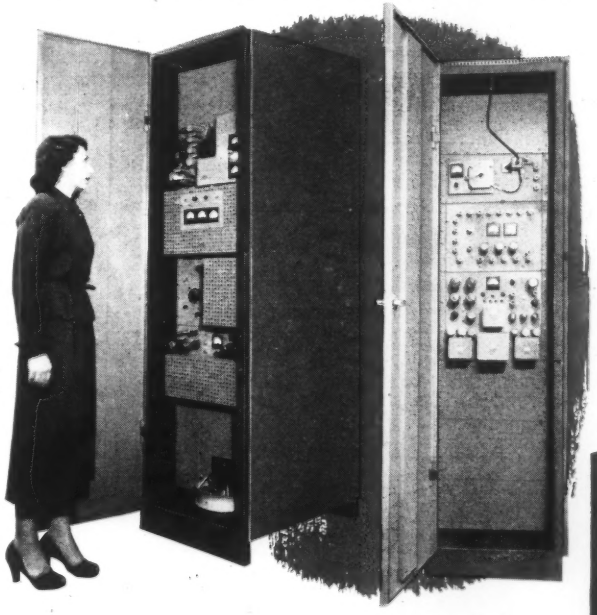
Raytheon *Magnalink* with its high power CW magnetron oscillator gives you 7 to 10 times more power . . . power to push high quality video and audio programs up to 100 miles or more . . . power to provide the widest margin of protection against fades.

Raytheon *Magnalink* is specifically designed for multi-hop intercity television program relaying, studio-transmitter link or long distance remote pickup service. It offers the reliability of 2000 mc transmission, full video bandwidth with audio channel subcarrier equipment available for simultaneous audio relaying, simplified tuning, individually metered circuits, flexible antenna system with 4, 6, 8 and 10 ft. diameter dishes and passive reflectors for use when antennas are ground mounted for maximum radiated power.

Built throughout with the perfection of design, circuitry, assembly and component quality that is the unmistakable mark of Raytheon "Excellence in Electronics", Raytheon *Magnalink* represents a major step forward in television relay performance and reliability.

Write for complete information.

*50 watts with 33.9 db gain 10′ dish, equivalent to 50,000 watts ERP.



All units are designed for rack or cabinet mounting. Transmitter comprises a magnetron oscillator, video modulator, regulated power supplies and wavemeter.

Receiver employs a reflex klystron as local oscillator. IF amplifier incorporates low noise input stage, two limiters and AGC for constant video output signal.

RAYTHEON

RAYTHEON
MANUFACTURING COMPANY
Equipment Sales Division
Dept. 6270 BT
WALTHAM 54, MASSACHUSETTS

NBC RADIO SUMMER PLAN DRAWS FIRE FROM SRA

Reg Rollinson, Station Representatives Assn., issues a sharp rebuttal to the network's proposal to sell sponsors summer time in the form of participations in 3 to 6 half hours at one-sixth the regular hour rate. Harry Bannister gives NBC's viewpoint.

SPECIAL NBC Radio Summer Plan, under which an advertiser can buy up to three participations in up to six evening half-hour programs at a price for time per participation of one-sixth the network's regular one-hour rate, may or may not be successful in increasing the network's summer revenues, but it drew an immediate and emphatic reaction from Station Representatives Assn.

In a three-pronged attack, Reg Rollinson, SRA director of advertiser relations, charged (1) that stations were being asked to tie up large amounts of time with the possibility of securing minimum revenue; (2) that the potential revenue from the time periods involved would be far greater if the time were sold on a spot basis, and (3) that the value of the plan as an advertising buy was questionable.

Plan, a variant of the Tandem, Pyramid, Checkerboard, Power, and other network plans whereby an advertiser can buy participations in several programs instead of concentrating his radio dollars into full program sponsorship, was announced to NBC's radio affiliate stations in a letter from Harry Bannister, vice president in charge of station relations.

Stating that "come June or July we are going to have substantial amounts of evening time open on interval" and that "money available for summer advertising on network radio . . . will be spent on the basis of special summer offers in network, just as summer spot campaigns now are being sought and sold on the basis of special offers," Mr. Bannister outlined the NBC plan as follows:

"To get an early start in the situation, we have worked out a plan covering six evening half-hours which will be open during the summer. Each half-hour period would provide for three participations and an advertiser could buy one or more participations in one or more programs. To be realistically competitive, the gross charge for time would be one-sixth of the hour rate per participation." The discount schedule based on the number of participations per week "roughly parallels our regular discount structure," Mr. Bannister said.

Commenting on the rate, Mr. Rollinson noted that a network half-hour normally sells for 60% of the hour rate, or $60 for a station with a base rate of $100. Participations in the announced plan, however, are being offered advertisers at one-sixth of the hour rate ($16.67 for the station cited above). This would mean, Mr. Rollinson pointed out, that the maximum sale of three participations would amount to 50% of the hour rate, or $50 for the same station.

Programs and time periods provisionally being considered for the plan are:

Period	Program
Mon., 10-10:30 p.m.	Musical Program
Tues., 9:30-10 p.m.	*First Nighter*
Wed., 10-10:30 p.m.	*Scarlet Pimpernel*
Thurs., 10-10:30 p.m.	*Judy Canova*
Fri., 10-10:30 p.m.	*Hollywood Love Story*
Sun., 10-10:30 p.m.	*Barrie Craig*

In computing station compensation for business which NBC may sign under this plan, Mr. Bannister proposes to separate the time sold under this special summer operation from the gross billings and unit hour totals on which the stations' regular compensation from NBC is based. "In this way," he said, "participations sold under the Summer Plan will not affect the average effective rate on which your other compensation is based.

"Instead, we would compensate stations at the rate of 10% of their gross evening half-hour rate for each participation sold on their facilities," Mr. Bannister stated. "Thus, if we sell out three participations on a program, the station will receive 30% of its gross rate for the program period. Since this business will be segregated in the settlements from all other business, the compensation will not be subject to the 14% reduction otherwise applicable."

In this matter of station payment, Mr. Rollinson commented that if all the participations in the network programs were sold out, the station with the $100 base rate would receive $18 per half-hour (10% of $60, or $6, times three), which is about the same payment the station would get if the program were sold as a regular network half-hour. However, he called attention to the fact that this payment to stations is predicated on a complete sell-out of all participations.

Minimum Return Possible

"It is perfectly possible," Mr. Rollinson said, "that after inducing stations to commit themselves to carry the programs, only a few participations might be sold and the stations would be in the position of being required to carry the programs for minimum return."

On a strict economic basis, Mr. Bannister stated, a station's compensation for each participation NBC sells "will come pretty close to the net dollars you would keep, after maximum discounts and commissions, from selling an announcement on a national spot basis under the terms on which national spot money is going to be available this summer."

In direct contradiction to that statement, Mr. Rollinson declared that if stations were to hold the time for sale on a spot basis their potential revenue would be from 50% to 300% higher. "The average station with a $100 base rate," he said, "has a base announcement rate of $15. Allowing an arbitrary 10% discount for frequency and deducting the 15% agency and 15% representative's commission, the net return to the station from each spot sold would be $9.75. If three spots were sold in a given half-hour, the total net return would be $29.95 or better than $50 more than the network return." He added that most stations allow six spots to the half-hour, so that the maximum potential revenue from a complete sell-out on a spot basis would be $58.50, more than three times the maximum network potential.

The NBC Summer Plan is not a good buy for an advertiser, Mr. Rollinson stated. He pointed out that advertisers would have no freedom of choice in the selection of good availabilities, as they are limited to the six periods "arbitrarily set up by NBC, whereas on a spot basis they could choose freely from all times available."

Commenting on NBC's reference to summer "deals," Mr. Rollinson said that NBC's plan seems to be based at least in part on the "assumption that all NBC affiliates are in fact prepared to make such deals, an assumption that is far from the truth."

Mr. Bannister pointed out another NBC design: "In order to give you additional revenue opportunities from the six periods in question, we would, as part of the plan for selling them, extend the station breaks immediately preceding them to a full minute." NBC regularly allows 30 seconds for a station break.

Stations need not fear that by accepting the NBC Summer Plan they will cut into their spot revenue, Mr. Bannister stated. Pointing out that time and talent cost for three participations a week will run to about $10,000—or $130,000 for the 13-week cycle—he explained that "spot advertisers are interested in selected markets and stations. The advertisers who might be attracted by our plan are interested in a block buy that they can get only on a network."

Pointed Reference

In a thinly veiled reference to CBS, Mr. Bannister said, "We have every reason to believe that our competition is getting ready to spring a series of special summer offers, sewing up advertisers first and announcing the plan later. One of the straws in the wind is the competition's recent announcement that advertisers may buy one-quarter hour evening period at 25% of the hour rate for each 15-minute daytime period they have on the air." [B•T, March 30—a CBS announcement.]

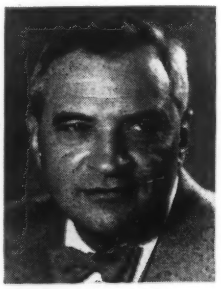
"This was not a summer plan—it was announced as a regular operation and is already in effect," Mr. Bannister explained. "So we may expect more along the same line from the competition in their effort to tie up whatever summer business is available to networks."

John Karol, CBS Radio vice president in charge of network sales, Thursday told B•T that if Mr. Bannister was referring to CBS Radio he was mistaken. "We have no special summer plans in the works," he said, "and, furthermore, our recently announced plan for computing nighttime gross approached, but did not fully match, the day-night contiguity rates set up by other networks last fall."

Mr. Bannister noted that some money will be available for network advertising this summer and "if we don't give advertisers acceptable opportunities to spend it with us they will spend it with the competition—or they will spend it on non-broadcasting media . . . so we intend to begin scouring the field for summer advertisers under this plan and if we attract business to it we will be coming to you with orders."

Gordon Mills Named DuMont Central Sales Head

GORDON H. MILLS, manager of NBC radio's Chicago office and a veteran agency network sales executive, has been named manager of the DuMont TV Network's central sales division with headquarters in Chicago, succeeding David Lasley, who has resigned to enter the station management field on the West Coast.



Mr. Mills

In announcing his appointment Wednesday, Ted Bergmann, DuMont's director of sales, commented that Mr. Mills "brings a solid quarter century of radio and television sales advertising and merchandising to his new position with out network."

with the NEW GATES BCA-250 AUXILIARY TRANSMITTER!

- *ELIMINATES COSTLY OFF-AIR TIME*
- *FULFILLS CONELRAD DEMANDS*
- *SO INEXPENSIVE IT QUICKLY PAYS FOR ITSELF*

Without question the number one concern of radio broadcasters is "off-air" time — costly indeed in terms of station revenue and prestige!

You can eliminate this source of worry entirely at a price that's ridiculously low! Yes, the new 250 watt GATES BCA-250 Auxiliary Transmitter is truly an "Insurance Policy" transmitter meeting all FCC standby requirements.

Designed specifically for auxiliary service, the GATES BCA-250 is all transmitter and consists of all basic equipment for total operation from a 600 ohm audio line to a 50-250 ohm output line. Although response, distortion and regulation is only slightly in excess of that for standard broadcasting service, GATES BCA-250 transmission quality and component reliability are beyond reproach.

ONE "OFF-AIR" TIME CAN PAY FOR IT!

The price is so modest, it will pleasantly surprise! Since the power consumption is 1000 watts at 115 volts, the complete transmitter with 1000 watt gasoline generating plant can be bought for about $1500. The transmitter cost of about $1100 is often below that of materials necessary to alter the main transmitter in case of Conelrad. What's more, it eliminates the confusion and inconvenience such an alteration entails. The cost of the BCA-250 Transmitter and generating plant is less than that of a generator alone for 1000 watt or higher power stations. In addition the BCA-250 provides complete standby protection instead of protection from power failure alone.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

XUM

CBS TO START NTSC TESTS SOON

CBS, which won the color TV fight before the FCC but never was able to get its non-compatible system off the ground commercially, will start tests of National Television System Committee's compatible system in the near future, it was reported last week.

Confirming the company's plans to make experimental colorcasts on standards based on those laid out in the FCC battle by its chief color rival, RCA, spokesmen for CBS noted that they had said months ago that they planned to test the NTSC system. They also emphasized that their use of their own system for medical demonstrations is still going on and will continue.

FCC has granted permission for CBS to make the color tests on NTSC standards. First such broadcasts may be made this week, via WCBS-TV New York. Like all experimental telecasts, they must be made during hours not regularly devoted to broadcast programming.

Disclosure of CBS plans for testing the NTSC standards came within days after members of the House Interstate & Foreign Commerce Committee, headed by Rep. Charles A. Wolverton (R-N.J.), watched a demonstration of the NTSC system by RCA, a demonstration of the FCC-approved system by CBS, and a demonstration of the Lawrence tri-color picture tube in use with both the CBS and the NTSC systems by Chromatic Television Labs. After those showings, Chairman Wolverton praised the RCA-NTSC results highly [B•T, April 20].

CBS President Frank Stanton, in testimony before the house committee in March, said CBS now has no intention of going forward with its incompatible system until the situation is clarified by FCC; that CBS will back whatever system FCC finally settles upon, but that he was unsure that the NTSC system is as ready for commercialization as its advocates claim [B•T, March 30].

Armour Research Develops New Recorder Playback Head

A NEW playback head for magnetic recorders has been developed by Armour Research Foundation of the Illinois Institute of Technology and is expected to be on the market in the near future, according to an Armour official.

The device was described by John P. Skinner, the foundation's manager of magnetic recording, as a "major advance" in magnetic recording.

A single head serves both recording and playback purposes in most commercial units now used. The new device is intended primarily for playback operation but can be modified to serve a recording purpose.

According to Dr. David Wiegand, Armour physicist who invented the device, the new head incorporates magnetic amplifier action, giving stronger signals than those obtained from conventional devices under similar conditions.

Westinghouse Ups Rogers

A. GEORGE ROGERS, assistant manager, has been appointed manager of operations for the Westinghouse Television Radio Div., Metuchen, N. J., succeeding F. M. Sloan, recently named manager of the company's lamp division.

Mr. Rogers, a veteran of 26 years in the electronics industry, as assistant manager directed the division's engineering and manufacturing activities and also was responsible for layout, design and equipment at the division's new manufacturing plant at Metuchen, according to the announcement.

Three More Interconnect

THREE TV stations—WHYN-TV Holyoke, Mass., WHP-TV Harrisburg, Pa., and KGUL-TV Galveston—were connected last week to the AT&T nationwide TV network facilities, which now make network programs available to 130 TV stations in 85 U. S. cities.

1-Megawatt Transmitter Called VOA Answer to Reds

Continental Electronics Mfg. Co. reports its million-watt AM transmitter, of which "a number" are being constructed for the Dept. of State's Voice of America, is world's largest and will combat Soviet jamming.

A GIANT, one-megawatt AM transmitter, described as the world's largest, is under construction for the Dept. of State's Voice of America by Continental Electronics Mfg. Co., Dallas, which reports it is building "a number" of the transmitters on order from the International Information Administration for use by the VOA in combatting Soviet jamming operations.

The 1,000 kw transmitters will develop a peak power of four megawatts, or 4,000,000 w, Continental Electronics states. The electronics manufacturing firm says the transmitters will operate in the standard broadcast band between 540 and 1600 kc and incorporate the most modern features and equipment.

Known as the Continental Type 105-B, the one-megawatt transmitter also will have these features, according to Continental Electronics: (1) A higher efficiency, linear power amplifier with a power gain of 33 using triode tubes, (2) a new high-power triode with a thoriated tungsten filament and a high transconductance and (3) an overall conversion efficiency of slightly more than 50% from power source to antenna, rising to approximately 54% with 100% tone modulation.

The big transmitter, according to Continental Electronics, may operate alternately as two separate 500 kw transmitters, each with its own antenna system. All metering, tuning and power controls have been consolidated into a console type unit, the firm reports.

The transmitter, 20 times more powerful than any presently authorized in the U. S., is VOA's answer to geographic and frequency difficulties and Russian jamming countermeasures, Continental Electronics said.

Shorts

James Vibrapowr Co., Chicago, announces production of new line of series drive vibrators designed for long service required in communications equipment.

Plastoid Corp., Long Island City, N. Y., announces production of new tubular twin-lead for uhf known as Synkote Ultratube.

Hewlett-Packard Co., Palo Alto, Calif., announces production of Model 618B signal generator designed for faster, more accurate measurements of radio relay, radar, TV carrier systems and similar applications involving super high frequencies.

ACT FAST, IERT TOLD AT OSI MEET

IN A PROGRAM devoted to the practicalities of television station operation, educators at the April 16-19 Ohio State U. Institute for Education by Radio-Television in Columbus [B•T, April 20] were urged to take up the channels reserved for them before June 2 when commercial interests can petition FCC for reassignment of the channels.

The Joint Committee on Educational Television, through its executive director Ralph Steetle, also served notice that it is pushing hard for a time extension on the 242 reserved channels. And a public official hinted that 242 channels might not be enough.

In a speech written by Earl James McGrath, U. S. Commissioner of Education (who resigned suddenly last Wednesday), and delivered by Ward Stewart, assistant commissioner (illness prevented Mr. McGrath from attending), it was indicated that 50 applications for educational TV will have been filed by the deadline and "indications are that many more [stations] will be needed and we may find 242 channels not enough."

Mr. Steetle hailed the "respectable list" of educational institutions which have already filed and needled the trade press, especially B•T, which he said was in opposition to channel reservations.

"Don't think BROADCASTING • TELECASTING's editorial policy reflects that of the majority of broadcasters," he said.

He listed testimony of Sens. Charles W. Tobey (R-N. H.) and John W. Bricker (R-Ohio), who are on record in recent public hearings as hoping that the educational channels will be reserved beyond the June 2 deadline [B•T, April 20, 13].

FCC Comr. Paul A. Walker reviewed highlights of FCC accomplishments during his 19 years as a member, at the Saturday banquet.

The final session on Sunday featured talks by Erik Isgrig, Zenith Radio Corp. director of advertising; George R. Craig, board member of Metropolitan Pittsburgh Educational Television; Edgar Dale, of Ohio State U.'s Bureau of Educational Research; Charles P. Paterson, radio director at St. Louis U. (WEW), and William Hodapp, executive director, Teleprograms Inc.

Illinois Bill Would Forbid State TV Outlets

ILLINOIS Gov. William G. Stratton last week indirectly gave his support to legislation which would forbid any government arm from siphoning funds into educational television.

The governor's views ostensibly were incorporated into a bill introduced in the State House of Representatives by Rep. F. U. Stransky (R), the house majority leader. The measure would prohibit any government agency from "using state funds" for ownership or operation of a TV outlet.

If enacted, the bill would not necessarily preclude either the U. of Illinois, at Champaign-Urbana, or Chicago schools from launching video stations. But it would put a serious crimp in plans for raising monies through state-subsidized universities or schools participating in sponsorship of an educational TV station.

here are the

30 BEST SELLING RECORDS OF 1952*

29 of them used audiodiscs® for the master recording

Record, Artist & Label	Made from Audiodisc Master
BLUE TANGO *(Leroy Anderson—Decca)*	✓
WHEEL OF FORTUNE *(Kay Starr—Capitol)*	✓
CRY *(Johnnie Ray—Okeh)*	✓
YOU BELONG TO ME *(Jo Stafford—Columbia)*	✓
AUF WIEDERSEH'N, SWEETHEART *(Vera Lynn—London)*	
I WENT TO YOUR WEDDING *(Patti Page—Mercury)*	✓
HALF AS MUCH *(Rosemary Clooney—Columbia)*	✓
WISH YOU WERE HERE *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
HERE IN MY HEART *(Al Martino—BBS)*	✓
DELICADO *(Percy Faith—Columbia)*	✓
KISS OF FIRE *(Georgia Gibbs—Mercury)*	✓
ANY TIME *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
TELL ME WHY *(Four Aces—Decca)*	✓
BLACKSMITH BLUES *(Ella Mae Morse—Capitol)*	✓
JAMBALAYA *(Jo Stafford—Columbia)*	✓
BOTCH-A-ME *(Rosemary Clooney—Columbia)*	✓
GUY IS A GUY *(Doris Day—Columbia)*	✓
LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray—Okeh)*	✓
HIGH NOON *(Frankie Laine—Columbia)*	✓
I'M YOURS *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
GLOW WORM *(Mills Brothers—Decca)*	✓
IT'S IN THE BOOK *(Johnny Standley—Capitol)*	✓
SLOW POKE *(Pee Wee King—Victor)*	✓
WALKIN' MY BABY BACK HOME *(Johnnie Ray—Columbia)*	✓
MEET MR. CALLAGHAN *(Les Paul—Capitol)*	✓
I'M YOURS *(Don Cornell—Coral)*	✓
I'LL WALK ALONE *(Don Cornell—Coral)*	✓
TELL ME WHY *(EddieFisher—HugoWinterhalter—Victor)*	✓
TRYING *(Hilltoppers—Dot)*	✓
PLEASE, MR. SUN *(Johnnie Ray—Columbia)*	✓

**According to Retail Sales, as listed in THE BILLBOARD.*

. . . and over 43% used **audiotape**† *for the original sound!*

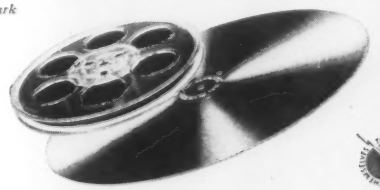
Like Audiodiscs and Audiotape, this record speaks for itself.

Of the thirty top hit records of the year, all but one were made from Audiodisc masters! And that *one* — a London Record — was made abroad.

It is significant, too, that the original recordings for over 43 per cent of these records were first made on Audiotape, then transferred to the master discs. This marks a growing trend toward the use of Audiotape for the original sound in the manufacture of fine phonograph records.

Yes — Audiodiscs and Audiotape are truly a record-making combination—in a field where there can be no compromise with Quality!

†*Trade Mark*



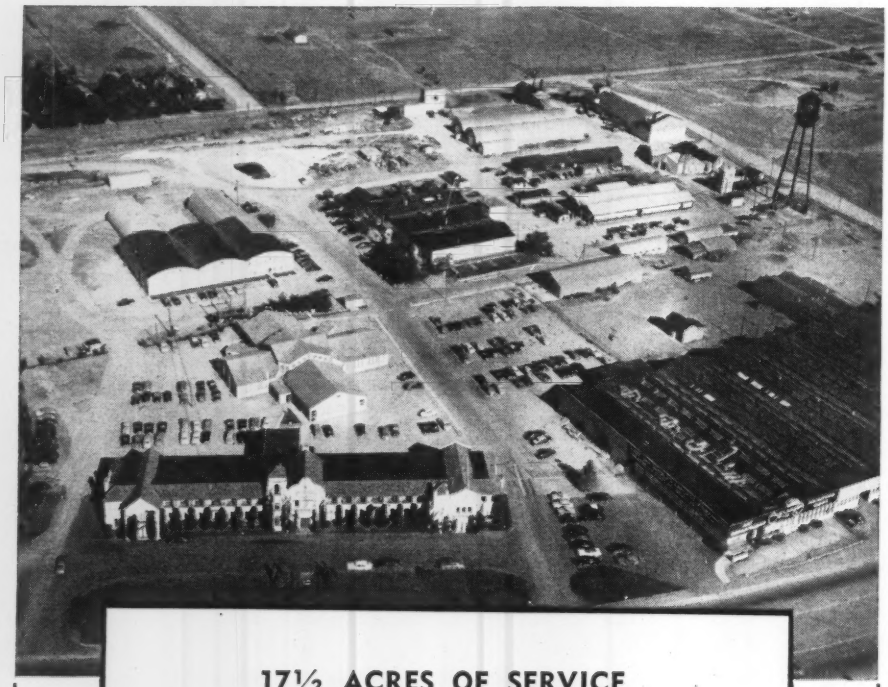
AUDIO DEVICES, INC.

444 MADISON AVE., NEW YORK 22, N. Y.
Export Dept.: 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

audiodiscs • audiotape • audiofilm • audiopoints

Biltmore Locations of Exhibitors and Services

Allied Record Mfg. Co. 2234
Altec Lansing Corp. 2112, 2115, Space 6, Ballroom
ABC-TV Network, A Division of AB-PT. Biltmore Hotel
American Telephone & Telegraph Co.—Long Lines Dept., Space 10, Ballroom
Ampex Electric Corp. 2122-2123
Andrew Corp. Space 9, Ballroom
Associated Press, Biltmore Hotel
Blaw-Knox Equipment Div. Space 6, Ballroom, Room 2232
Branham Co., Biltmore Hotel
Broadcast Advertising Bureau 2303, 2304, 2357
Broadcast Music Inc. Space 1, Ballroom Foyer
BROADCASTING • TELECASTING—Biltmore Hotel
Capitol Records Distributing Corp. 2341, 2344
Caterpillar Tractor Co. Space 1, Renaissance Room
CBS Television Film Sales, 2134, 2135
CBS-TV Network Statler Hotel
Century Lighting Inc. Space 3, Ballroom Foyer
Cinetel Products Co., 2334
Cinema Engineering Co. 2223
Henry I. Christal Co. Statler Hotel
George W. Clark Inc. Biltmore Hotel
Collins Radio Co. Space 2, Ballroom Foyer
Commodore Productions & Artists Inc., 2328
Consolidated Television Sales 2107, 2108
Continental Electronics Mfg. Co. Space 6, Ballroom, Rooms 2112, 2115
Dage Electronics Corp. 2116
Allen B. DuMont Labs. Inc. Television Transmitter Div. Space 4, Ballroom Foyer
DuMont TV Network Biltmore Hotel
Fairchild Recording Equipment Corp. 2110
Federal Telecommunication Labs. Inc. Space 6, Ballroom; Rooms 2112, 2115
Federal Telephone & Radio 2219
Gates Radio Co., Space 5, Ballroom
General Communications Broadcast Div. 2359, 2361
General Electric Co., Galeria Room
General Precision Lab. Inc.—Space 7, Ballroom
Harry S. Goodman Productions, 2300, 2301, 2302
Gray Research & Development, 2109, Space 6, Ballroom
Graybar Electric Co. 2112, 2115
Harriscope Inc., 2311
George P. Hollingbery Co. Biltmore Hotel
The Houston-Fearless Corp. 2337, 2338, 2339
H-R Representatives Inc. Chapman Park Hotel
Hughey & Phillips Tower Lighting Div. 2127-2126
Ideco Towers 2225
International Business Machines Corp. 2336
International News Service Television Dept. 2131-2130
The Katz Agency Inc. Biltmore Hotel
Keystone Broadcasting System Inc. 2124, 2125
Kliegl Bros. Universal Electric Stage Lighting Co., Space 5, Renaissance Room
Lang-Worth Feature Programs Inc. 2321, 2320, 2319
Machlett Labs. Inc., Space 6, Ballroom, Room 2112, 2115
Magnecord Inc. 2221
The March of Time Inc. 2318, 2317
Hank McCune Show (Video Pictures) 2310
Robert Meeker Assoc. Biltmore Hotel
Motion Pictures for Television Inc. 2118
Musicolor Inc. 2236
MBS Biltmore Hotel
O'Brien Electric Corp. 2323
Official Films Inc. 2356
NARTB Station Relations, Registration Desk
NBC Station Relations, Grove Lounge, Ambassador Hotel
NBC Film Div. 2305, 2306, 2307, 2308
A. C. Nielsen Co. 2105, 2106
Edward Petry & Co. Biltmore Hotel
Phelps Dodge Copper Products Corp. 2355, 2354
Philco Corp. Government & Industrial Div. 2226, 2227, 2228, 2229
Presto Recording Corp. 2129, 2128
RCA Engineering Products Dept. & Tube Dept. 2200 Wing
RCA Recorded Program Services 2200 Wing
Paul H. Raymer Co. Biltmore Hotel
Raytheon Mfg. Co. Equipment Sales Div. Space 2, Renaissance Room
The Rust Industrial Co. 2237
Screen Gems Inc. 2235
Sesac Inc. 2102, 2103, 2104
Snader Releases Inc. 2324, 2325
Standard Electronics Corp. Space 8, Ballroom
Standard Rate & Data Service Inc. 2117
Standard Television 2350
The O. L. Taylor Co. Biltmore Hotel
TeeVee Co. 2120, 2119
Telenews Productions 2131, 2130
Tele-Pictures, 2348
Teleprograms Inc. ("American Inventory") 2340
TelePrompter Corp. 2326
TV Guide 2111
Television Film Reports Inc., 2345
Television Zoomar Corp. Space 6, Ballroom and Statler Hotel
Trans-Lux Corp. 2352
Tressel Television Productions Inc.
United Television Programs Inc. 2100, 2101, 2322
Weed & Co. Biltmore Hotel
Wincharger Corp. 2121
World Broadcasting System Inc. 2362, 2215
Frederic W. Ziv Co. 2216, 2217



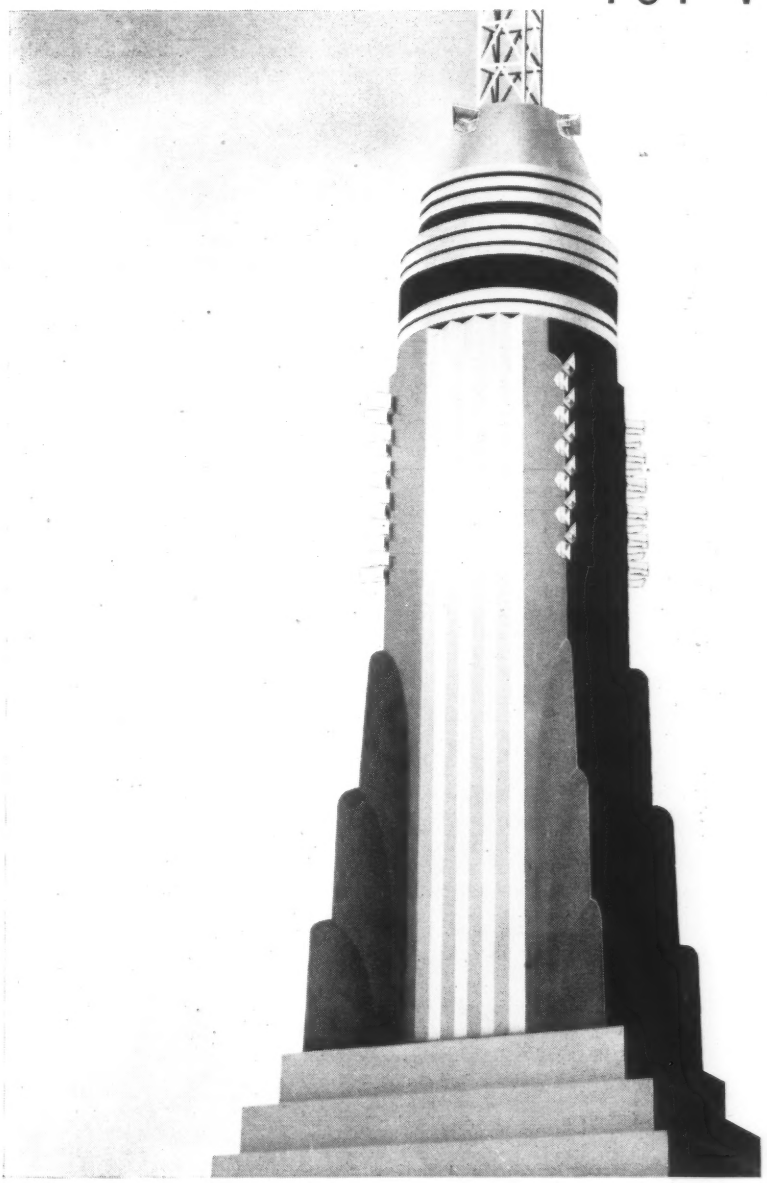
17½ ACRES OF SERVICE

With 17½ acres of modern film production facilities, Alexander Film Co. offers the advertiser and agency the world's most complete film commercial service! From scenario preparation through film production, processing and distribution, Alexander is geared to serve . . . a single source for every film commercial need. For the finest in sales-winning TV film commercials, specify "Alexander"!

ALEXANDER FILM CO.

JUST RELEASED! Two new Alexander "package series" of TV film commercials are now being released; one on bread and one on milk. Both employ a combination of cartoon animations and live action scenes, and both include thirteen 20-second and four 60-second films. Sponsors who order the series receive six months exclusive, unlimited use of the films in the TV market or markets selected. . . . First come, first served. For complete information write ALEXANDER FILM CO., COLORADO SPRINGS, COLO.

ANDREW "SKEW"* ANTENNA for VHF and UHF television



The ANDREW "Skew" Antenna is the *only* antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist's sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.

Andrew ANTENNA SPECIALISTS

CORPORATION

363 EAST 75TH STREET, CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

The Nine New Faces on The NARTB Board

MARCH ELECTIONS to the NARTB Radio Board of Directors bring nine new members to the association's top policy group. Directors were elected for the nine odd-numbered districts plus one each in the large, medium, small and FM classifications. Directors re-elected included Kenyon Brown, KWFT Wichita Falls, Tex., for District 13 (Texas); John H. DeWitt Jr., WSM Nashville, for large stations; Edgar Kobak, WTWA Thomson, Ga., for small stations, and Ben Strouse, WWDC-FM Washington, for FM stations.

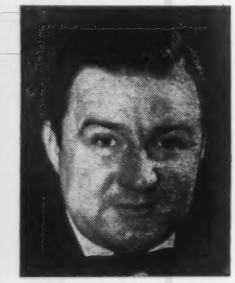
Following are biographical sketches of the directors assuming office at Los Angeles for two-year terms:

* * *

HUGH K. BOICE JR.

District 9

A MEMBER of the fast-growing ranks of second-generation radio executives, the new District 9 (Ill., Wis.) director is a son of Kendall Boice, a pioneer broadcaster who once was a CBS vice president.



Mr. Boice

After graduation from Princeton in 1933 he joined American Can Co. as a sales apprentice, moving to Benton & Bowles after a year. In 1935 he moved to WNEW New York as national sales director, transferring in 1937 to Trans-American, radio-TV enterprise backed by Warner Brothers. When the Warners withdrew support, Hugh Boice joined Free & Peters in New York. A born midwesterner, he finally abandoned the East to join WMBD Peoria, Ill., in 1941 as commercial manager. Five years later he was named general manager of WEMP Milwaukee. Since that time he has added two WEMP roles —president and stockholder. His list of civic and community activities includes directorship in Travelers Aid Society. His hobbies are mainly athletic, including golf, squash racquets, fishing and hunting.

* * *

RICHARD M. BROWN

District 17

A NATIVE of Portland, "Dick" Brown, new District 17 (Ore., Wash., Alaska) director, has spent most of his life in the Northwest city. After graduation from Oregon State College in 1934, he worked about a year at a bank and then got a job at the *Portland Oregon Journal*. For 12 years he worked in classified and national advertising as well as circulation. The *Journal* transferred him in 1947 to its affiliated station, KPOJ. Just 20 days after joining the station, Sam Jackson, station manager, was killed in a helicopter accident.

Mr. Brown

Mr. Brown was given the assignment of general manager, a post he still holds. "It has been a lot of hard work," he says, "somewhat climaxed with a George Foster Peabody Award in 1952 for outstanding local public service programming." KPOJ has a TV application under the corporate name of Columbia Empire Telecasters. Mr. Brown is a director of Oregon Ad Club, Oregon State Broadcasters Assn. and Rotary Club of Portland.

* * *

GEORGE H. CLINTON

District 3

NEW District 3 (Pa., W. Va., Md., Del.) director of NARTB is George H. Clinton, vice president of WPAR Parkersburg, W. Va., and a native West Virginian. Educated in West Virginia and Ohio schools, he worked on newspapers from 1930 to 1941. This work included promotion, business and commercial jobs. He joined the West Virginia Network sales staff in 1941, his first radio venture. This led in 1942 to a job as manager of WPAR. Five years later he became vice president and general manager of Ohio Valley Broadcasting Corp., operating WPAR and WBLK Clarksburg. His current vice presidency includes general managership of the stations. His career includes roles as director, vice president and president of West Virginia Broadcasters Assn. He is president of the Parkersburg Board of Commerce; executive director of the Little Kanawha Council, a farm market cooperative, and president of the Parkersburg Kiwanis Club.

Mr. Clinton

* * *

JOHN FULTON

District 7

EVERY now and then John Fulton, general manager of WGST-AM-FM Atlanta, likes to do a turn at the mike, where he got his radio start. Mr. Fulton, 42, takes office at the NARTB convention as director for District 5 (Ala., Ga., Fla., P.R.). Southern born, his business career has been concentrated in the Southeast. He entered radio via a Little Theatre group, after seven years with an insurance agency. The group put on weekly plays at WTOC Savannah. Parttime announcing led him to a fulltime job at WJTL Atlanta. After three months he moved to WGST Atlanta and rose to program director, associate manager and finally general manager (1945). He likes golf and swimming, is past president of Georgia Assn. of Broadcasters and has a long list of civic activities. A firm believer in public service programs, with the station active in production, Mr. Fulton believes radio should be sold on a circulation basis rather than audience ratings.

Mr. Fulton

HERBERT L. KRUEGER

District 1

LIKE many other broadcasters, Herbert Krueger, vice president and station manager of WTAG Worcester, Mass., entered electronics via journalism. His pre-radio as well as post-radio interest has been focused on research and promotion. After graduating from the U. of Illinois graduate journalism school in 1931 he was associated with Dr. George Gallup in the early days of reader-interest surveys. He worked on several Chicago dailies and managed a weekly in Lake Geneva, Wis. Joining WTAG in 1943 as commercial manager after six years on the affiliated *Worcester Telegram* and *Gazette*, he soon became interested in radio research. He wrote an article in B•T three years ago on radio and TV ratings, a discussion credited with bringing about a change in the Hooper reports. For several terms he was chairman of the NARTB's District 1 Sales Managers Committee, was a member of the All-Radio Presentation Committee and the Special Test Survey Committee that studied evaluation of survey techniques. The new District 1 (New England) director is active in Worcester civic affairs.

Mr. Krueger

* * *

F. ERNEST LACKEY

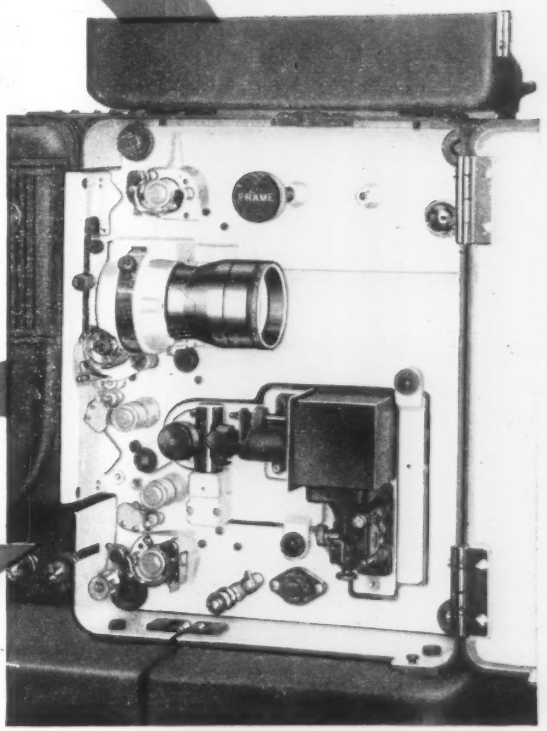
District 7

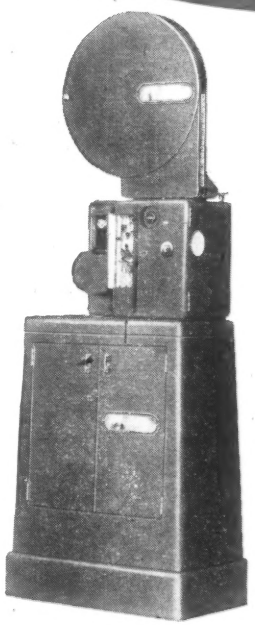
TRULY a Kentuckian, suh, is "Dutch" Lackey, owner, president and general manager of WHOP Hopkinsville, newly-elected NARTB director for District 7 (Ky., Ohio). For a considerable time he ventured into other parts of the Mississippi-Ohio valley, getting his engineering degree at U. of Illinois. He followed civil engineering until 1939 when he entered Hopkinsville with his two brothers, Hecht and Pierce, having made his radio bow at WPAD Paducah. At WHOP his sports broadcasting work provided a good background and it soon was reinforced by experience on the commercial side. WHOP was one of the 12 stations that founded Kentucky Broadcasters Assn. "Dutch" served as member of the KBA executive committee, was vice president in 1949 and president in 1950. He was mayor of Hopkinsville from 1946 to 1949. He is active in the Chamber of Commerce, Kiwanis, Elks and other civic units. He bought out his brothers in 1948 to become sole owner of WHOP.

Mr. Lackey

Look into this
PROFESSIONAL
Telecast Projector
and see years of Dependable Service

The GPL Model PA-100A 16-mm Studio Projector with the basic features and performance reliability of the famous Simplex 35-mm Theatre Projectors.





The Model PA-100A is a 16-mm projector consistent with the professional character of television station operation. Its enclosed 4,000-foot film magazine provides for 2 hours of projection—an entire feature.

Sharper Pictures . . . Finer Sound From Any Film in Your Studio

The importance of 16-mm film in television programming has called for new standards of projection quality and dependability. The GPL Model PA-100A is designed and built specifically for television studio use. It is a heavy-duty film chain projector for operation with any full-storage type film pick-up, as well as with the image orthicon camera.

The professional, sprocket-type intermittent, similar to that used in the finest 35-mm equipment, is quiet and trouble-free. It provides a vertical stability of better than 0.2% over years of service.

Optical system has dynamic resolution and flatness of field that provide resolution exceeding 600 lines in center and all four corners simultaneously. Screen image uniformly bright—corner illumination is at least 85% of that at center. With a 1,000 watt light source, the projector delivers 100 foot-candles to the camera tube. The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.

GPL has a full line of 16-mm television and theatre projectors, built to highest standards of 35-mm construction.

For full details, write, wire or phone

General Precision Laboratory GPL

INCORPORATED

PLEASANTVILLE NEW YORK

Cable address: Prelab

Export Department:
13 East 40th St., New York City
Cable address: Arlab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

XUM

JOHN F. MEAGHER
District 11

IT'S THE second cycle of NARTB board service for John F. Meagher, general manager of KYSM Mankato, Minn. Mr. Meagher was elected to the board in 1947 and served the maximum two two-year consecutive terms as District 11 director. He is a graduate of Notre Dame U. After seven years in the cement business he joined KYSM as salesman, moving up to his present post. He formed Minnesota Broadcasters Assn. and was its first president, following with a second term in 1952. At NARTB he has held a number of key posts, including chairman of the committee that is rewriting the Standards of Practice (he served on the original committee); chairman of Finance Committee two years; served on sales managers and small market committees. He is a BAB director. In Mankato he is a Chamber of Commerce past president and officer of many city and state civic bodies. He is married, has a daughter studying advertising at U. of Minnesota and a son preparing to enter Notre Dame.

Mr. Meagher

G. RICHARD SHAFTO
Medium Stations

A COMPLETE listing of all the official radio roles "Dick" Shafto has filled would require a column, or more. New general manager of WIS Columbia, S. C., and sparkplug of its related radio-TV interests, he has been in radio three decades. This electronic career started with several juvenile years as a ham and ship "Sparks," graduation from Radio Institute of New Orleans, and then work at Columbia U. and Georgia Tech. Entering radio retailing in the mid-20s, he joined Graybar in Atlanta for four years. In 1932 while helping install transmitters he had sold WIS Columbia, and WCSC Charleston, he was offered—and accepted—general managership of the stations. His industry record includes: BMB director; member, President's Broadcast Advisory Council since 1950; UNESCO Paris delegate; U. S. Advisory Com. on Information; NARTB director 1943-1950; All-Industry Affiliates Committee; ex-president S. C. Broadcasters Assn.; regional consultant, OWI, World War II. He once again is a medium station at-large director, having served several times in the role as well as District 4 director.

Mr. Shafto

* * *

WILLIAM D. PABST
District 15

THE environment will be familiar to William D. Pabst, general manager of KFRC San Francisco, when he assumes NARTB's District 15 (Calif., T.H., Nev.) directorship. After all, he is a member of the Standards of Practice Committee and is taking a part in revision of this code for broadcasters. Besides, he has seen service on the association's Employe-Employer Relations Committee. After majoring in Stanford U.'s economics and dramatics arts courses, Mr. Pabst joined KFRC's production staff in 1933. Within three years he was production manager and his regime turned out shows that led many performers to national fame. He was named general manager of KFRC in 1939 and has held that post continuously except for two wartime years in the Navy. He is a vice president of Don Lee Broadcasting System and a director of General Teleradio. He has held high local positions with the Salvation Army, Heart Committee, welfare boards and Boy Scouts. He is keenly interested in solving juvenile delinquency problems.

Mr. Pabst

Technical Papers Slated For Presentation at Los Angeles

ELECTRONIC engineers representing radio and TV stations as well as officials of manufacturing and sales agencies will meet Wednesday in NARTB's seventh annual Broadcast Engineering Conference. Three days of sessions will be held at Burdette Hall, Los Angeles, across from the Biltmore Hotel.

A series of papers providing a cross section of recent electronic progress will be read by outstanding engineers, according to Neal McNaughten, manager of the NARTB Engineering Dept. Final events of the conference will be a tour of Hollywood TV studios on Friday afternoon, last day of the conference, and a Saturday afternoon tour of the Mt. Wilson antenna farm.

The conference program includes a panel on low budget TV operations, to be moderated

Mr. Middlebrooks

Mr. Kilpatrick

Mr. Herold

Mr. Towner

by James L. Middlebrooks, engineering director of KING-TV Seattle. Panel members include Leroy E. Kilpatrick, WSAZ-TV Huntington, W. Va.; Joseph Herold, KBTV (TV) Denver, and Orrin Towner, WHAS-TV Louisville.

Engineering papers will cover such topics as TV magnetic recording, transistor developments, flying-spot scanners for films, color television and the Conelrad civil defense silencing program. FCC Comr. George E. Sterling will discuss Conelrad. Two papers will deal with relaxed FCC rules covering remote transmitters. These rules became effective April 15 and equipment manufacturers have developed gear for such operations.

Prior to the engineering conference the NARTB Recording & Reproducing Standards Committee will consider proposed changes in disc and tape recording. These will be sub-

ATTENTION: Film Buyers, Program Directors, Film Producers, Agency TV Dept.

STOCK SHOTS

Everybody has the usual stock shots: we have them, too, of course. But try us for those

HARD-TO-FIND STOCK SHOTS

We specialize in footage on other countries, but don't rule us out for domestic scenes. Black and White, color, 16mm or 35mm for any purpose. More than 5 million feet of up-to-date, top quality footage. New shots are constantly being added.

FILMS OF THE NATIONS DISTRIBUTORS, Inc.
62 West 45th Street, New York 36

XUM

COLLINS

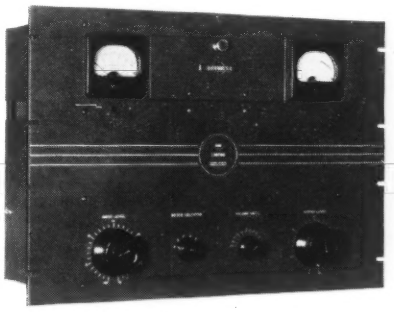
26W-1 LIMITING AMPLIFIER

Clearer Signal

Increased Coverage

No Channel Interference

The Collins 26W-1 anticipates modulation peaks *before* they reach the transmitter, prevents distorting "thumping."



Advanced electrical circuitry of the Collins 26W-1 dependably limits excessive audio impulses to prevent over-modulation and resulting distortion. This limiting action permits a higher average modulation level and consequently a stronger, clearer transmitted signal.

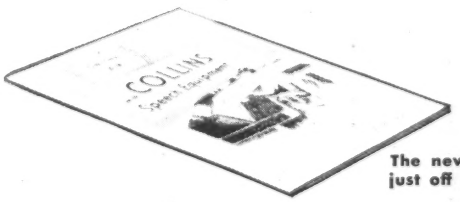
Modulation peaks in excess of the pre-set level are effectually limited by the Collins 26W-1 before they occur in the transmitter. Unlike ordinary limiting amplifiers, the 26W-1 does not "over control", thus the noticeable "thumping" of excessive limiting action is eliminated.

There are no complicated circuits to balance for proper operation — the 26W-1 is ready to go. Two high quality meters continually show operating conditions. Input and output levels are easily adjusted. Component parts are readily accessible for utmost ease of maintenance. A door in the front panel provides access to all tubes.

The Collins 26W-1 is the result of years of careful experimenting and development. It is proven in actual operation — in fact, demanded by quality-conscious broadcasters everywhere.

The 26W-1 performs with equal satisfaction in recording operations. It regulates the audio level and prevents overloading the cutting head. By raising the average audio level, it improves signal to noise ratio.

See the New Collins Developments in Broadcasting Equipment at the 1953 NARTB Show, Hotel Biltmore, Los Angeles.



The new Collins Speech Equipment Catalog is just off the press. Write for your copy today.

for dependable broadcast quality, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

XUM

mitted to the NARTB board for ratification.

The program was prepared under direction of a general guidance committee headed by Raymond F. Guy, NBC. Other members were A. James Ebel, WMBD Peoria, Ill.; Rodney D. Chipp, DuMont; William B. Lodge, CBS; O. B. Hanson, NBC; Frank Marx, ABC; E. M. Johnson, MBS; Carl G. Nopper, WMAR-TV Baltimore, and Mr. McNaughten.

A West Coast arrangements committee consists of Les Bowman, CBS Los Angeles, chairman; A. E. Towne, KPIX (TV) San Francisco; R. E. Arne, KHJ Los Angeles; C. W. Mason and H. L. Blatterman, KFI Los Angeles, and P. G. Caldwell, ABC Los Angeles.

Summaries of the technical papers follow:

REMOTE CONTROL OF FM 10 KW TRANSMITTER

By: Ben Akerman, Chief Engineer, WGST Atlanta, Ga.

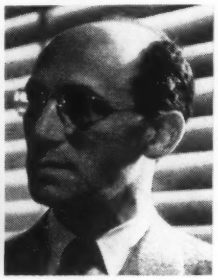
This paper covers the design, construction and operation of remote control equipment at WGST-FM transmitter. The transmitter is controlled over a STL circuit 55 miles long operating on 949.5 mc. The various circuits are controlled by use of six sub-carrier frequencies between 20 and 30 kc. It is possible to start, stop and raise or lower the power of the transmitter from the studio location.

By means of a step switch and a sub-carrier on the FM channel, it is possible to meter of check 20 circuits at the control location.

The transmitter is monitored at the control location by means of a standard FM monitor with a unique type of RF amplifier.

This setup enables unattended operation of the transmitter with the technician required for maintenance only.

Mr. Ackerman



Dr. Back

THE STUDIO ZOOMAR FOR TELEVISION CAMERAS

By: Frank G. Back, Secretary, Television Zoomar Corp.

A new Studio Zoomar for television cameras will be demonstrated. It combines the advantages of the standard Television Zoomar with features especially desirable for studio work. Like the standard Television Zoomar it allows the operator to control the speed of the zoom at will. It also has only one common rod for zoom control and distance setting.

It is two stops faster than the standard TV Zoomar, namely F:2.8 and the zoom range is from 2½" to 7½", which corresponds to 9 times areal magnification change. Its perfect color correction makes it suitable for color work.

The weight is only 6 lbs. and the length only 1 ft., so that it does not interfere even in small studio operations. It can be mounted on any TV camera and is interchangeable between cameras of different design. On cameras with centerhole turrets it can be mounted simultaneously with three other lenses so that no camera is tied up by the Studio Zoomar, which is an important feature for small studios. Optically it is so balanced that any zoom setting can be well compared with a standard studio lens, so perfect switching from camera to camera is easily obtainable.

THE NTSC COLOR TELEVISION SYSTEM

By: W. R. G. Baker, Chairman, NTSC and Vice President in Charge of Electronics, General Electric Co.

Alternate: I. J. Kaar, Vice Chairman of Panel 18, NTSC, and Manager of Engineering, General Electric Co.

A review of the basic colorimetry and the general theory of operation of the NTSC Color Television System.

The NTSC Color Television System, at variance with other color television proposals, divides the color picture into its elements of luminance and chroma. The luminance element comprises essentially the monochrome system as it exists today. Two independent chroma signals are arranged as to bandwidth and frequency in such a manner as not to interfere noticeably with the monochrome signals, yet to provide an excellent color picture.

The NTSC system, therefore, is fully compatible with the existing monochrome system, and utilizes the standard television band in an optimum manner for the transmission of color.

Mr. Baker

Mr. Kaar

HOW TO SET UP A TELEVISION TECHNICAL OPERATION WITH TWO PERSONS

By: Albert J. Baracket, Head of Studio Equipment Department, and James Valentine, Manager of TV Station Installation Department, Federal Telecommunication Labs. Inc.

This paper will describe the latest technical design features included in the FTL station control console which is designed to permit operation of combined transmitter and studio equipment with a minimum of only two technical operators.

A description of the many novel technical design features of this equipment will be given as well as a description of the equipment layout and operation in an actual uhf television station installation.

Mr. Baracket will describe the design features of the equipment and Mr. Valentine will discuss operational features.

Mr. Valentine

Mr. Barco

DEVELOPMENTS IN THE APPLICATION OF TRANSISTORS

By: Allen A. Barco, Section Head, RCA Labs.

A broad description will be given of the experimental application of transistors to audio amplifiers, radio and television receivers, miniature transmitters, etc., to show the present state of the art and to indicate the future possibilities in the use of transistors. Some of the applications represent partial or complete transistorizing along relatively conventional lines, while others are based on new approaches made possible by the unique characteristics of transistors.

WAVEGUIDES FOR UHF TELEVISION

By: R. C. Bickel, General Manager, Andrew California Corp.

The choice between waveguides and coaxial transmission line for uhf television is primarily an economic decision. Comparative cost data are presented, including initial costs, tower costs, and operating costs, recognizing the differences in attenuation.

Design considerations for uhf waveguides include the following elements:

(1) factors in the choice of materials,

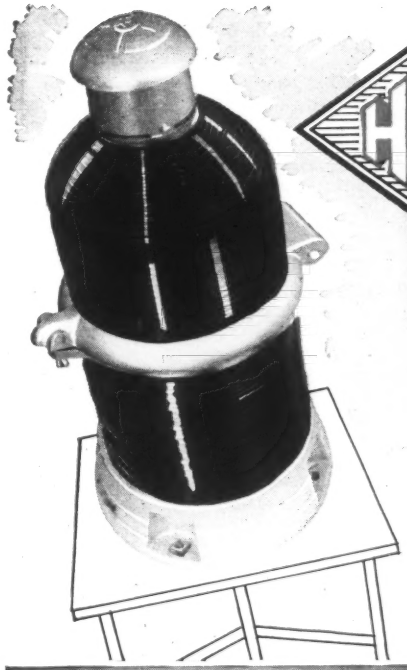
(2) comparison of round versus rectangular guides,

wan'na buy an island?

PROBABLY YOU DON'T!
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN!
WTHI your BEST BUY in Terre Haute
REPRESENTED BY · BOLLING CO.



COMPLETE KITS FOR TOWER LIGHTING

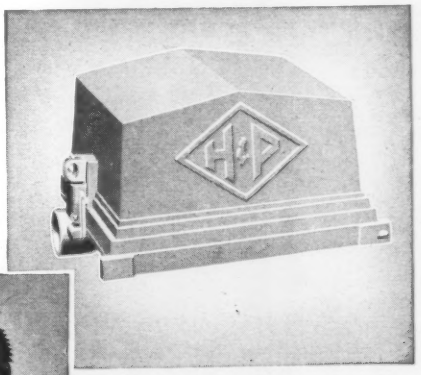
Backed by years of leadership, H & P lighting equipment is today the accepted standard throughout the world. Many exclusive features assure easy installation, low maintenance costs... dependable operation under all climatic conditions.

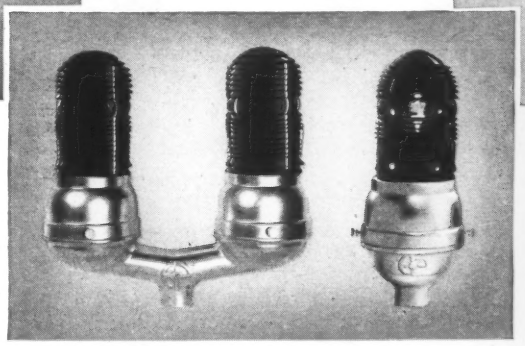
Everything Needed for any Tower, 150 to 900 feet!

H & P *Complete* Tower Lighting Kits include every item essential to the completed installation — every bolt and fitting... H & P Complete Lighting Kits, in today's critical market, will save you on purchasing, erection, and completion time... The H & P 300 MM Code Beacon (shown left) has 10 exclusive features, is CAA approved.

Single and double Obstruction Lights below

Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.





above

"PECA" Series Photo-Electric Control

Factory-set to turn lights on at 35 f.c.; off at 58 f.c. as specified by CAA. Low-loss circuit insulation. High-wattage industrial type resistors. Tube ratings well over operational requirements. Fail-Safe: if any parts fail in service, lights automatically turn on. Models for all load capacities.

above **SF-30-E**

Mercury Code Flasher

Models available for any loads. Compact, spray-tight and drip-proof cast aluminum housing mountable on vertical OR horizontal member. Heavy-duty, self-starting, constant-speed synchronous timing motor is unaffected by extreme temperature and voltage ambients. Positive-acting ELECTRONIC fail-safe circuit guards against failure of ANY component.

Sold only through jobbers and Tower Manufacturers.

Lighting for Airports, Bridges, Towers, Buildings and all obstructions hazardous to air commerce.

Complete Kits for CAA specifications A-1 to A-5 towers include every item essential for complete tower lighting installation.

Send for FREE Catalog

Write on your letterhead for new, detailed catalog. We will also send you the name of your nearest H & P distributor.

HUGHEY & PHILLIPS

TOWER LIGHTING DIVISION

60 East 42nd Street • New York 17, N. Y.

Head Office: Encino, California

XUM

(3) commercially standard sizes,
(4) fittings and accessories.

Mr. Bickel

Mr. Bradley

INSTALLATION PROBLEMS AND OPERATING RESULTS OF DIESEL ELECTRIC STANDBY UNITS IN TELEVISION TRANSMITTERS

By: R. V. Bradley, Sales Development Div., Caterpillar Tractor Co.

1. Experience with AM and FM transmitters, telephone installations and others in the communications field.

2. Station experiences and inquiries indicating the need for diesel electric power in television transmitters.

3. Investigation regarding adequate capacity and proper auxiliary equipment for television transmitters.

4. Installation problems encountered and their solution.

5. Field experience of television transmitters which have employed diesel electric sets over a period of years.

6. Consideration introduced by the advent of UHF transmitters, with greatly increased power requirements, and UHF stations which have increased power output.

7. Summary and conclusion.

PROOF OF PERFORMANCE MEASUREMENTS FOR TELEVISION

By: Rodney D. Chipp, Director of Engineering, DuMont Television Network

The FCC requires that television broadcasters make tests of both visual and aural transmitters to assure that their equipment complies with applicable rules. For visual transmitters these tests include:

(a) overall attenuation characteristic,

(b) field strength of lower sideband,

(c) power output.

Each of these measurements will be described, with emphasis on the method, the equipment required, the equipment set-up, and precautions to be observed. Measurements at an existing transmitter plant will be presented and discussed. Operational tests for spot checking certain important factors at frequent intervals will also be discussed.

Att: adv.-merch. mgrs. radio & TV stations

SPOT SALES BOOSTER

We have a unique and dramatic cosmetic. Mail-order sales through national magazines have been tremendous. We want to expand our operations into radio and TV. Have interesting proposition. Please write us for further information. Contempo Cosmetics, 1070 Lexington Ave., N. Y. 21, N.Y.

Mr. Chipp

Mr. DeWitt

EXPERIMENTAL BOOSTER STATION FOR WSM-TV

By: John H. DeWitt Jr., President, WSM-TV Nashville, Tenn.

An important problem now facing television engineers is how best to bring television service to residents of towns lying within the fringe area of television stations. Ideally, the engineer would like to provide a good service in such towns and at no higher cost than that experienced by viewers within the primary service area of a station. Numerous methods have been proposed to accomplish this, including stratovision, community antenna systems, satellites and boosters. The co-channel booster reported upon here was developed to meet this demand at the lowest possible cost. The experiment is taking place at Lawrenceburg, Tennessee, a town of 7,000 population located at a distance of 68 air-line miles southeast of Nashville. The paper describes the special receiving and transmitting antennas developed to date as well as problems encountered in the suppression of feed-back. A preliminary report will be given on reception in the Lawrenceburg area along with a description of the conditions encountered in regions where the direct station signal and the booster station signals are equal.

METHODS OF CONTROL OF THE VERTICAL PATTERN OF UHF AND VHF ANTENNAS

By: O. O. Fiet and L. J. Wolf RCA Victor Div., RCA

Higher gain antennas are necessary at both uhf and vhf frequencies to achieve the high values of effective radiated power presently authorized. However, one of the problems encountered in their use is the fact that maxima and minima occur in the service area in the proximity of the station. This problem can be solved by varying the magnitude and phase of the currents in the various elements of the array. This paper discusses how these methods are successfully applied to both vhf and uhf antennas and the resultant fill-in that can be achieved. Other special applications of uhf antennas are also discussed.

Mr. Fiet

Mr. Wolf

HIGH EFFICIENCY AM RADIATION FROM HIGH TELEVISION TOWERS

By: Glenn D. Gillett, Senior Partner Glenn D. Gillett & Associates, Consulting Engineers

This paper calls attention to the fact that it is frequently possible to use the high towers now being specified for television stations to secure very high radiation efficiencies for the associated AM stations. This can be done without any complication of the television operation and frequently with less effort and expense than would be required to isolate the television tower from the AM operation. Also, the use of these antennas with the very low high-angle sky-wave radiation usually simplifies the problem of protecting other stations from interference.

The gain in AM radiation efficiency which can thus be obtained at very moderate additional expense is quite startling. Where this was done at WKY, the AM radiation efficiency obtained with 5 kw input is the equivalent of 15 kw from a 175 mv/m antenna. With the higher television towers now contemplated, the gains in radiation efficiency can be equivalent to even a fourfold or fivefold increase in power.

Details of the WKY antenna system are given as well as discussion of higher gain antennas.

Mr. Gillett

Mr. Hayden

THE PROPER CARE OF A TOWER AND INSTALLATION FROM A TOWER DESIGNER'S VIEWPOINT

By: J. Roger Hayden, Sales Manager, IDECO Towers

This paper will deal with the necessity and wisdom of periodic inspection of a tower structure to insure the tower meeting a designer's requirements. The details of such an inspection will be given, and suggestions made for a standard procedure which might keep the station on the air during storms.

In addition, some detail will be offered concerning inspection of insulators, connections, painting, guy cable tensions, guy cables, bolts, anchors and so forth. The need for making such inspections and covering records for the files will be covered.

APPROVED WIRING AND CONTROL METHODS AND DEVICES FOR TELEVISION STUDIO LIGHTING

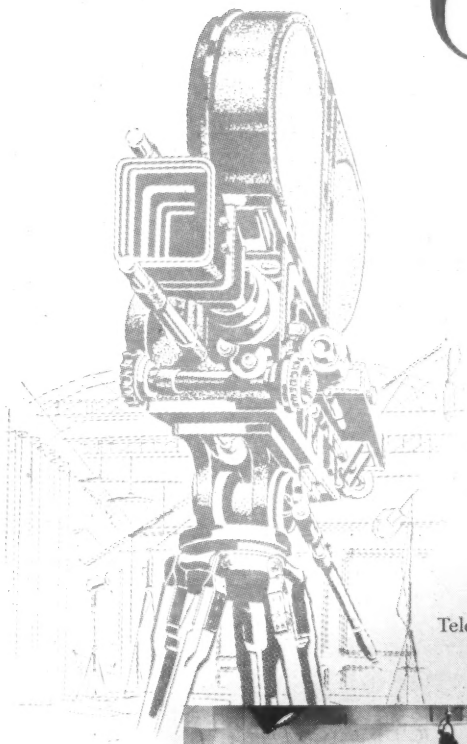
By: Herbert A. Kliegl, Vice President, Kliegl Bros.

This paper covers a brief review of various systems from early installations to present, and includes a comparison of motion picture studio and stage lighting needs and methods with television requirements. It illustrates the need of coordinated lighting facilities from basic power source to individual "light" and selective grouping which enables the lighting director to obtain the needed placement and control of

XUM

PROUDLY CREATED TO *Outperform!*

Mitchell* CAMERAS

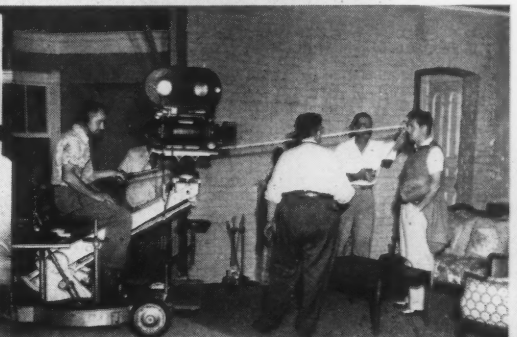


THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35 "NC". Ceasar Romero is shown at center.



One of three Mitchell 35mm "NC" Cameras used by Desilu Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

the 1 and only Mitchell

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

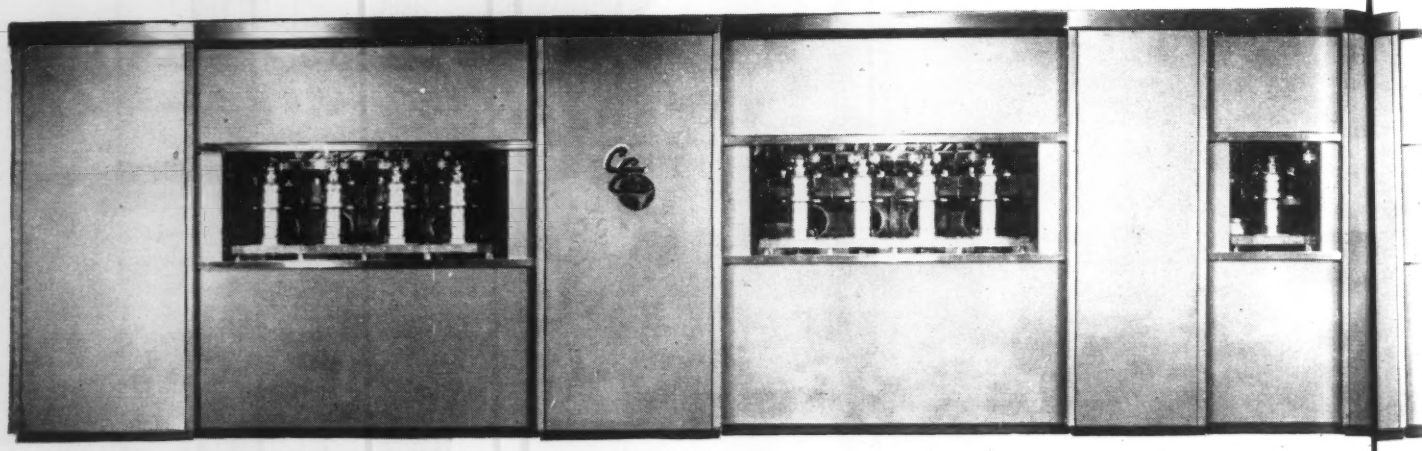
Mitchell Camera CORPORATION

DEPT. B-1, 666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

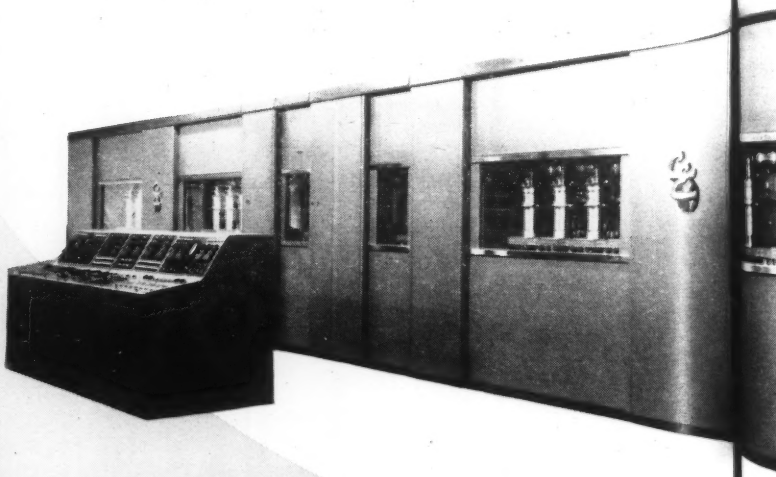
BROADCASTING EQUIPMENT ABOVE



...this gigantic new *Continental* Transmitter develops FIR

Now it can be told. Continental Electronics of Dallas is busy at work helping to keep the Voice of America loud and clear around the globe. Continental engineering skill is working hand in hand with the Department of State to bring unprecedented power and clarity to international broadcasting.

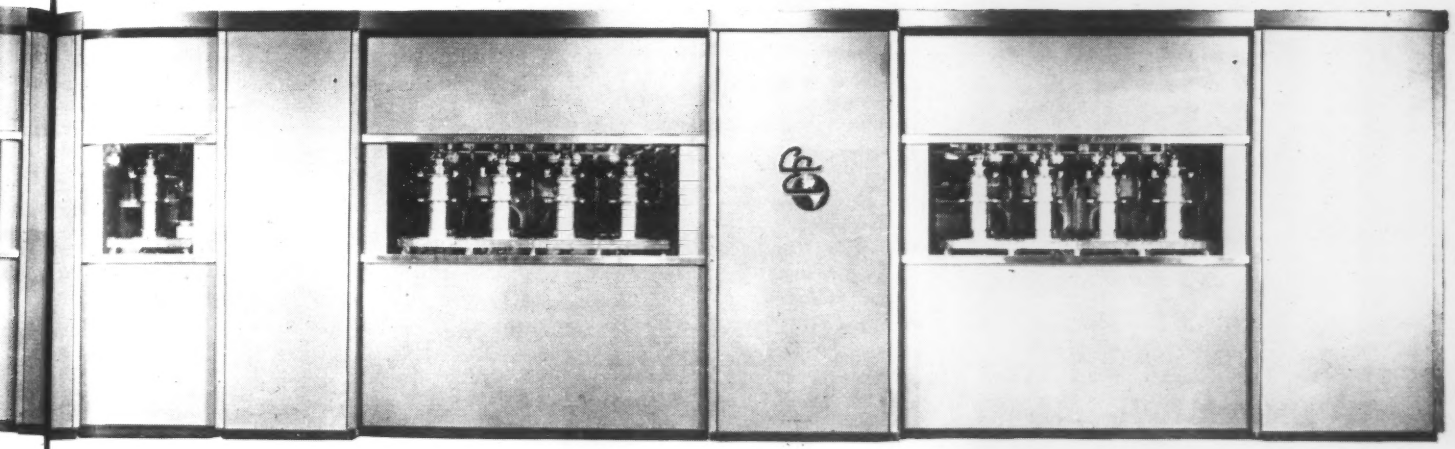
In spreading the word of freedom, the Continental Type 105-B Super Power 1,000 kw AM Transmitter is America's bold, dramatic answer to the problems of geographic difficulties and Communist jamming operations. This electronic Goliath is the first Megawatt AM Transmitter ever built in the world. Photographs are of the transmitter proper and do not include other



20 times as powerful as the largest AM Broadcast Radio Station operating in the U.S.A.!

XUM

E, BEYOND THE USUAL STANDARDS



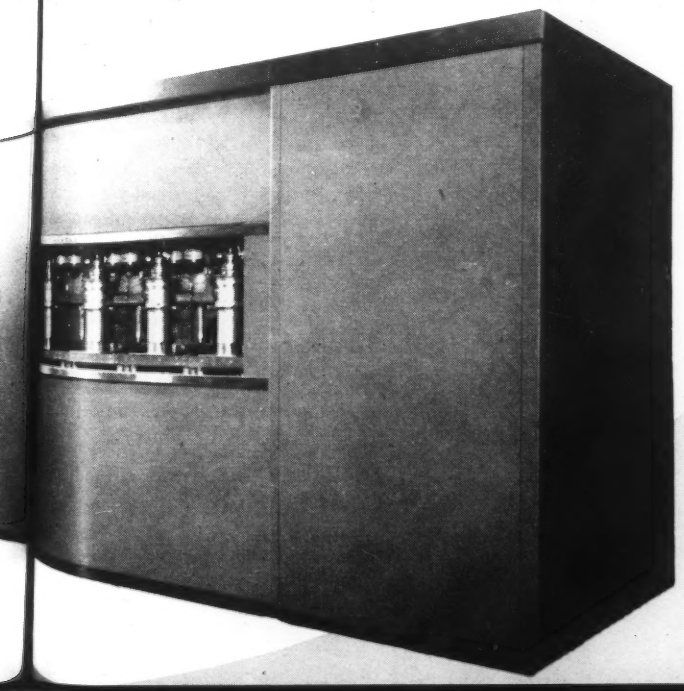
FIR Million Watts peak power for VOICE OF AMERICA Broadcasts

items such as low power drivers, cooling equipment and power supplies.

Continental is proud to take part in this vital American operation, being currently conducted by the Department of State and its International Information Administration, to bring hope and enlightenment to peoples of Communist dominated lands . . . to assure that the Voice of America is not drowned out in an electronic maze of din and discord.

Features of the Transmitter

- ★ **Unmodulated carrier — 1,000,000 watts. Peak power 100% modulation — 4,000,000 watts.**
- ★ **Performance characteristics far surpass FCC requirements for standard broadcast transmitters.**
- ★ **High efficiency linear power amplifiers utilizing high gain tubes and most modern techniques in circuitry.**
- ★ **Overall efficiency, from power mains to radiated power, better than 50%.**
- ★ **All of the metering, tuning controls and power control have been centralized on a console type of control and tuning unit.**



Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Phone EVergreen 1137 Dallas 10, Texas

XUM

"lights" for desired artistic effects and engineering requirements. Autotransformer and thyratron dimmers as intensity controls are discussed and compared. An adequate number of slides are included to illustrate lighting facilities in both large network and local studios.

CONTOURING TELEVISION ANTENNA PATTERNS

By: L. O. Krause, Section Engineer Commercial and Government Equipment Dept., General Electric Co.

The advent of high gain antennas for television has aroused interest in the manner of insuring adequate signal in the so-called "null regions." Generally, four factors—average antenna height, antenna location relative to population and terrain, antenna gain, and transmitter power—enter into coverage considerations. Adjusting the antenna vertical plane pattern to provide certain signal levels based on the requirements of these four factors may be defined as pattern contouring.

This paper discusses how much contouring may be needed after considering the four factors above; and how, in a qualitative way, such contouring is practically obtained in some present-day television antennas.

Mr. Moffett

Mr. Krause

TELEVISION TRANSMISSION TEST EQUIPMENT

By: Roy Moffett, Staff Engineer, NBC

An illustated discussion of test signal generators producing composite television signal waveforms that are suitable for amplitude, linearity, high-frequency transient response, and low-frequency phase or "streaking" tests on a television system.

Included in this presentation will be a description of a signal-to-noise meter useful in the alignment and maintenance of a studio-transmitter type microwave link, and a 2.5% horizontal marker generator for adjusting sync and blanking to standard width for transmission.

VIDEO TAPE RECORDING

By: John T. Mullin, Chief Engineer, Electronics Div., Bing Crosby Enterprises Inc.

Need exists for a system of recording video signals by some means simpler than the familiar motion picture camera-kinescope tube combination.

Bing Crosby Enterprises, Inc., has under development a system of instantaneous magnetic tape recording specifically designed to fill the needs of the television broadcaster and recorded video program producer.

In an essentially non-technical discussion of the system, the apparatus will be described, and its many desirable features, as well as its present limitations, will be pointed out. An estimate of the date of commercial availability will be given.

Mr. McNaughten

Mr. Mullin

NEW DEVELOPMENTS IN TELEVISION

By: Neal McNaughten, Manager of Engineering, NARTB

"The Billion Dollar Volt" may be considered a description of television from the point of almost anyone in the business—especially the engineer. The process of producing this high-priced volt involves so many specialized engineering fields that for one to become expert in them all might well require more than one life time. Broadcast engineers dealing with an overall operating system must, therefore, keep themselves as well informed as time will permit in all technical phases.

This paper will be a summarizing report on the latest in equipment and techniques for television operations.

CBS TELEVISION CITY AUDIO AND VIDEO FACILITIES

By R. S. O'Brien, R. B. Monroe, P. E. Fish, Senior Engineers, CBS

The recently completed initial unit of CBS Television City includes four of the ultimate twenty-four quarter-acre studios planned for the twenty-five acre site. Consistent with the architectural flexibility designed into the plant, the audio-video facilities have been engineered to provide an initially complete, but easily expandable installation. One resulting innovation is an unprecedented decentralization of video, as well as audio facilities, making each studio an essentially self-contained unit. Other innovations include thermistor volume-limited communications circuits, pantograph-supported audience monitors, signal-actuated pulse circuit indicators, simplex Telecine projection, and single-cable Telecine facilities assignment patching. These and other technical features are described in this paper, together with a brief review of architectural plans related to technical areas.

Mr. O'Brien

Mr. Fish

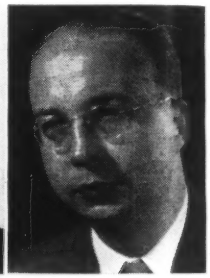
Mr. Monroe

DEVELOPMENT OF THE STATICON CAMERA

By: Louis L. Pourciau, Head of Television Development Section, General Precision Lab.

The design of small lightweight television cameras has been considerably advanced through the development of the "Staticon." Preliminary technical information on this tube was first released on March 2, 1950. The "Staticon" is the outcome of research into the field of photoconductivity by Cathodeon Limited, the vacuum physics division of Pye Limited. As early investigations showed, there are a number of photoconductive elements and compounds which can be processed to give surfaces suitable for high efficiency charge storage. The problems of time lag and persistence have been very adequately dealt with in the present "Staticons" and work in this field has yielded tubes of high intrinsic sensitivity and small size.

Mr. Rust



Mr. Pourciau

OPERATION AND INSTALLATION PROBLEMS OF REMOTE CONTROL EQUIPMENT

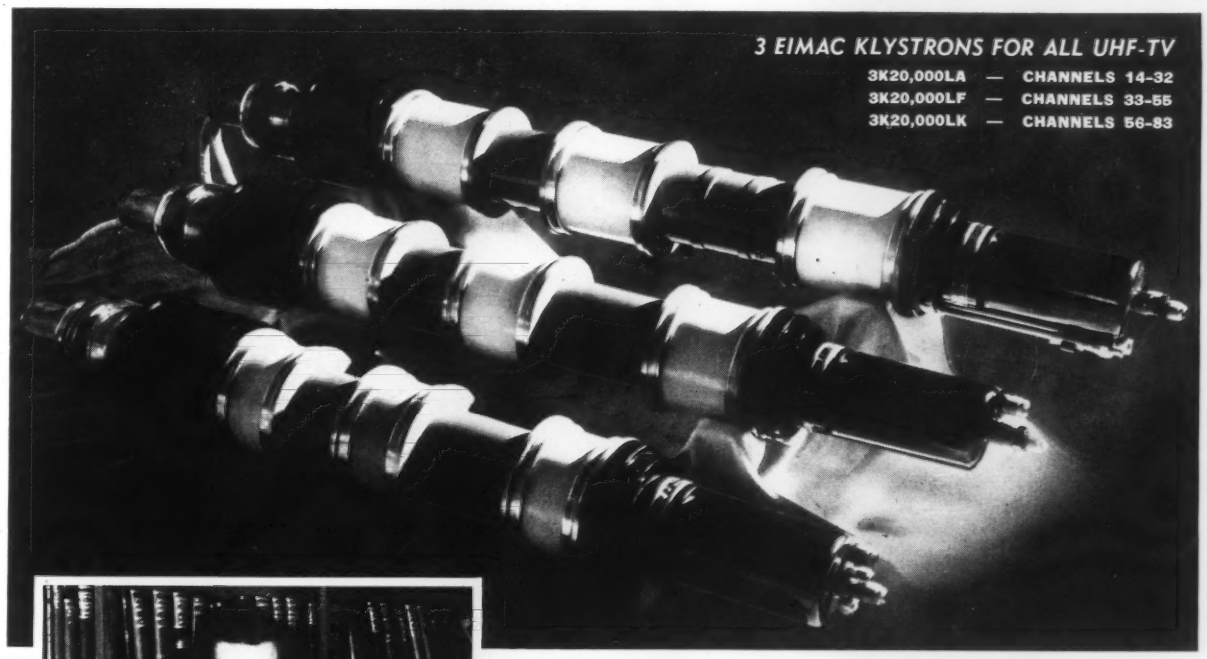
By: William F. Rust Jr., President, Rust Industrial Co.

This paper is devoted to the DC wire line type of remote control. It contains a discussion of FCC requirements and other practical limitations for a satisfactory remote control broadcast system, as well as the equipment needed to operate the station's frequency and modulation monitors at the remote control point. Methods of adapting a standard remote control system to operate with many types of AM and FM transmitters are described. Typical installation problems for several types of commercial transmitters are shown. The paper will cover recommended maintenance and operating procedures; telephone line requirements and limitations and advantages in the use of simple DC control systems for many applications.

3-D FOR TELEVISION—A PROGRESS REPORT

By: Alex Quiroga and Glen Atkins, Staff Engineers, ABC Hollywood

Three methods of producting 3-D pictures using conventional television apparatus have been investigated and will be described. All systems may be broadcast over present television transmitters without modifications. Of the three systems described, one will be dem-



Only Eimac Klystrons Offer These Features for UHF-TV. . .

THREE TUBES that cover the entire spectrum, 470-890 mc. This means simplification of equipment design, economical mass production and a minimum of stock piling problems.

HIGH POWER, HIGH EFFICIENCY AND SMALL SIZE that not only makes top performance possible, but allows easy handling for maintenance and installation.

MASS PRODUCTION that means early delivery and guarantee of klystrons in the future. All three of the series are now coming off the production line.

EXTERNAL TUNING that increases the tuning range; eliminates mechanical distortion of tube structure; permits use of optimum cavity construction and provides design freedom in R-F circuits for equipment engineers.

LOW-LOSS CERAMIC CAVITIES AND COPPER-TO-CERAMIC SEALS that eliminate off-the-air hours caused by heat and thermal shock.

For television transmitting through channel 13, the Eimac 4W20,000A radial-beam power tetrode is outstanding for high power, high efficiency and economy.

EITEL-McCULLOUGH, INC.
SAN BRUNO, CALIFORNIA
Export Agents: Frazar & Hansen, 301 Clay St., San Francisco, California

Eimac
REG. U.S. PAT. OFF.
TUBES

onstrated by ABC. Demonstration of off-the-air pictures will be held during the mornings of the convention days at a location which will be announced.

MECHANISMS IN TRANSISTOR ELECTRONICS

By: Robert M. Ryder, Electronic Apparatus Development Engineer, Bell Telephone Labs.

This paper is an exposition of the electronic functions which cause transistors to operate, with comparisons to semiconductor diodes and photocells. Diode features include: Contact potential, drift and diffusion currents, and space charge layers, leading to rectification curves, an equivalent circuit, capacitance effects, high frequency behavior and photoeffects. The effects of surface and end conditions on the ideal characteristic are briefly mentioned. Triodes are regarded as particular combinations of interacting diodes. Equivalent circuits, frequency behavior, and collector multiplication are discussed.

Mr. Ryder

Mr. Shevlin

PROGRESS IN STUDIO LIGHTING

By: Charles Shevlin, Sales and Development Engineering Staff, Century Lighting Co.

A paper detailing the recent development of two, new lighting instruments which by reason of their unique design and versatility range, can in themselves replace seven or eight of the assorted units now considered to be standard equipment.

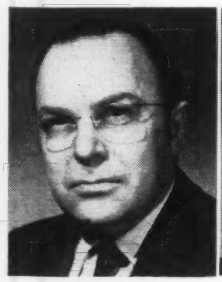
One of the two is a compact, lightweight fresnel spotlight which accommodates all sizes of spotlight service lamps from 250 w to 2000 w and delivers an unusually wide flood focus beam of 60° to 65° even with a 2000 w G48 lamp through means of its special fresnelens. An optical, especially designed spread lens is added to this unit to provide a horizontal beam spread of 140°.

Also discussed is the development of two new stepped lenses which are used singly or in combination in one 6″, 500 w ellipsoidal reflector unit. This makes possible five varying beam spreads in one specially equipped instrument. Up to now a minimum of three similar instruments were required for such varied performance.

CONELRAD

By: Commissioner George E. Sterling Federal Communications Commission

Commissioner Sterling will report on the progress of Project CONELRAD. The present status of the project will be discussed embracing the technical and program aspects as it concerns the FCC. A brief explanation of the proposed CONELRAD Rules and the CONELRAD manual will be given. The legal requirements of the broadcasters as they concern the project will be pointed out. Operator rules and the use of remote control will be touched upon and an overall evaluation of the project from a practical standpoint will be given. An attempt will be made to answer questions that have come up about Project CONELRAD during the past two years and recommendations for further action will be presented.



Mr. Stewart

Comr. Sterling

REQUIREMENTS FOR HIGH QUALITY TV FILM PROJECTORS

By: W. Earl Stewart, Manager, TV Projector Design, RCA Victor Div., RCA

The general technical performance specifications for converting film pictures to television signals are outlined. Some of the practical problems encountered in the design of projectors are discussed.

The operating requirements are then reviewed with special emphasis on the importance of time in a television station. Operator conveniences and preferences are discussed. Some references are made to the new RCA TP-6A and pictures of this machine are shown to illustrate recent advances in meeting present operating requirements.

THE MULTI-SCANNER—A VERSATILE SCANNER FOR FILMS, OPAQUES AND SLIDES

By: George R. Tingley, Head, Color and Video Techniques Dept., and Jesse H. Haines, Intermediate Engineer, Color and Video Techniques Dept., Allen B. DuMont Labs. Inc.

This paper describes a new type of television pick-up equipment for 16 mm motion picture film and 4″ x 5″ opaques, utilizing the flying spot scanning principle.

The light source is provided by an unmodulated raster traced on the screen of a 7″ high voltage cathode-ray tube. Light from this raster is focused either onto opaque material, whence it is reflected to two multiplier photocells for transformation into electrical signals, or through an optical compensating system on to continuously moving film. This optical compensator immobilizes the film relative to the raster and allows light, modulated by transmission through the film, to fall on a multiplier photocell for conversion to electrical signals.

Mr. Haines

Mr. Tingley

AUTOMATIC STATION OPERATION

By: Russell J. Tinkham, Midwest District Manager, Ampex Electric Corp.

Technological improvements are described which have resulted in the possibility of conducting a broadcasting operation in which program, announcements and station breaks are all pretaped and automatically released. A system is described in which all verbal announcements and commercial announcements are placed on one tape, while program material is on another, with automatic, positively-timed flip-flop between machines. Full editing facilities are suggested. Description is made of basic control mechanisms which may be used to extend the usefulness of the automatic apparatus to almost any degree of complexity.

Mr. Tinkham

A TELEVISION FILM SCANNER USING CONTINUOUS FILM MOTION

By: Ernest H. Traub, Project Engineer, Philco Corp.

The paper describes the optical arrangement of a new form of continuous motion film projector, and its application to a flying spot type of film scanner.

The projector features a novel optical immobilizer, comprising a glass polygon with 24 facets. The polygon has a metal sprocket wheel attached to it, which carries the film close to the polygon facets. The center of the polygon is hollow, and contains additional optical elements, which are stationary, and about which it revolves.

Novel optical means are used for compensating film shrinkage and for retaining focus at the same time.

Mr. Huhndorff

Mr. Whitney

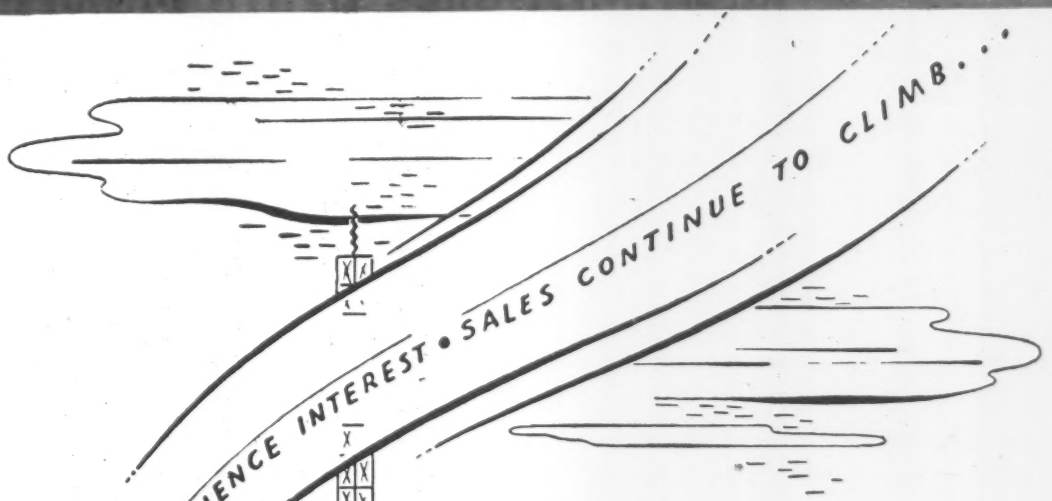
PROJECTOR MAINTENANCE AND TEST FILMS

By: Fred Whitney, Test Film Engineer, Society of Motion Picture and Television Engineers, and Paul Huhndorff, Chief Engineer, KPRC-TV Houston, Tex.

A practical paper outlined to give information as to the type of maintenance on 16 mm film projectors as carried out by the staff of KPRC-TV Houston, Texas, who have operated with early model projectors for over four years. Integrated in the paper is a description of the use of test films as used in the station with a description of a number of test films offered by the Society of Motion Picture and Television Engineers and the Motion Picture Research Council, and also a 12-minute version of one now in daily use.

BROADCASTING
TELECASTING

features



Highway to the Skies. . . .

High quality programming keeps listener-interest going up at WREC. Listener confidence and prestige continue to insure a steady sales climb for advertisers. And, WREC delivers the "better half" of both the rural and metropolitan listeners *with a single schedule*. Yet, the cost per thousand listeners is 10% less than in 1946. Your Katz man will show you latest Standard Audit & Measurement Reports and Hooper Ratings as evidence of WREC's soaring popularity. Without a doubt, Memphis No. 1 Station offers you the shortest route to increased sales at lower cost in this $2 billion market.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS RADIO, 600 KC-5,000 WATTS

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING Readers' Service, Room 672, National Press Bldg., Washington 4, D. C.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

GENERAL ELECTRIC'S ONE-MAN TV OPERATION SET-UP HIGHLIGHTS 1953 NARTB CONVENTION

Designed for Broadcasters Who Want to Go on the Air at Minimum Investment

General Electric's secret display plan for the National Association of Radio and Television Broadcasters Convention, scheduled to open tomorrow at the Hotel Biltmore in Los Angeles, Calif., is a complete set-up of a one-man TV operation.

The technical details of this one-man operation were not designed as a cure-all for technical operation but, rather, for operators who want to get on the air at a minimum investment with film plus network programming.

The set-up has been simplified so all programming originates from the transmitter location. The various pieces of G-E equipment on display at the Convention will be operated under actual broadcasting conditions.

This one-man package may include any one of the G-E UHF or VHF transmitter-antenna combinations. Also, minimum studio and switching gear requirements. Projection facilities in the combination include the G-E Synchro-Lite projector, a remotely operated Slide Projector and the simple, two-mirror change-over.

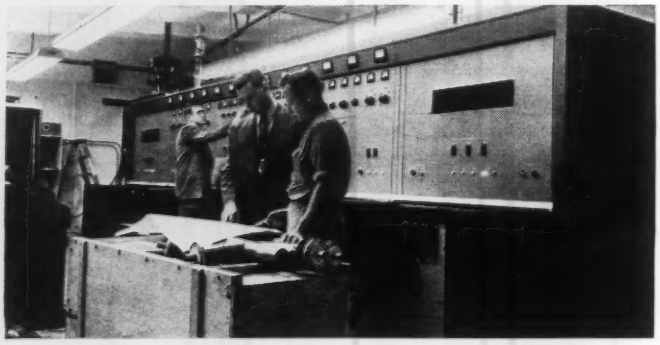
Audio facilities will include a multi-channel control panel, turntable and microphone. All control facilities may be grouped together at a single position. They include a transmitter control panel, a film monitor, a calibration monitor, an audio panel and a program switching panel. A minimum of three equipment racks will be used.

G. E.'s plans for the NARTB show are reviewed above by (l to r) Ralph Yeandle; Paul L. Chamberlain, Manager-Marketing; W. J. Morlock, General Manager; and Frank P. Barnes, Broadcast Sales Manager.

General Electric representatives will brief all broadcasters attending the NARTB Convention on this one-man operation set-up and will explain how the operation can be particularly applicable to their stations' individual problems.

This special one-man TV operation set-up occupies the Galeria Room at the Biltmore Hotel and is expected to draw an unprecedented number of interested broadcasters during the 1953 NARTB Convention.

12-KW Transmitter to be Featured at NARTB Convention



G-E field engineers Stone, Bias and Duncan (l. to r.) work on the installation of the first 12-kw transmitter built by G.E. for WHUM-TV.

Broadcasters from all over the nation will soon have an opportunity to witness the much-heralded G-E 12-KW Transmitter in action. Already installed at three TV stations, WHUM-TV (Reading, Pa.), WWLP-TV (Springfield, Mass.), and WHYN-TV (Holyoke, Mass.), it was recently announced that G. E. would set-up one of these high-power giants for use at NARTB. The now famous klystron tube, heart of the 12-kilowatt unit, will also be exhibited at the Los Angeles Convention.

G. E.'s UHF transmitter is the answer to ultra high frequency power requirements. Development started after World War II and it wasn't until resnatron, traveling wave and tetrode tubes were investigated, that the war-developed klystron proved superior to all others. G. E.'s application of the klystron makes high-power UHF telecasting a reality.

General Electric engineers will be on hand to offer detailed information about the 12-KW Transmitter, the klystron and all G-E broadcasting equipment.

First Public Exhibit of Portable Equipment

G.E.'s new Portable Camera Chain will receive its first public showing at the National Association of Radio and Television Broadcasters Convention.

This newly designed and completed unit recently underwent extensive field trial tests at Station WBZ-TV, Boston. Station engineers there, as well as those who have seen the Chain in operation at Electronics Park, were particularly impressed by its compact design, its flexibility for programming and its maintenance simplicity.

John P. Moses, Sidney U. Stadig, and Robert W. Kingman, members of WBZ-TV staff, inspect General Electric Portable Camera equipment while in use.

It is the only Portable Camera Chain on the market with a built-in special effects panel. It also features a quick IO tube change, new cooling methods and exceptional ease of adjustment.

GENERAL ELECTRIC

features

- How many television stations can the United States support? Page 102.
- Portrait page: The NARTB staff. Page 111.

A radio success story:

RADIO REVIVES DOWNTOWN SHOPPING IN GARY

IN DOWNTOWN Gary, Ind., WWCA is living up to its slogan of "Working With Calumet Area."

The streets of Gary have been literally lined with shoppers since last September—largely because of a successful promotion conceived and carried out by WWCA with the aid of the local Gary Downtown Merchants Assn.

The station designed a campaign to (1) promote Northern Indiana's "greatest shopping center" and publicize Gary as the state's second-ranking market; (2) discourage Gary residents from shopping elsewhere and attract shoppers from nearby towns and rural areas; (3) stimulate store traffic, and (4) boost sales during the past seven months, particularly during the Christmas and Easter seasons.

The result is that everybody has prospered accordingly. As more people shopped downtown, retail business jumped; retailers who had not previously been among the station's clients began advertising on WWCA; and the merchants association, acting as a unit, found a valuable new promotion weapon for subsequent promotions.

Joseph R. Fife, WWCA commercial manager, conceived the whole idea last July, after discussions with the town's leading merchants. He was motivated by the fact downtown business groups throughout the country have been hard pressed to meet certain sales quotas. He reasoned this way:

"Consumers are shopping in neighborhood stores where they find almost the same merchandise at the same price and don't have to cope with downtown traffic and parking problems. As a result, although retail sales have continued to go up in this and other communities, downtown merchants have actually in some cases shown sales decreases."

WWCA estimated the total cost of a 15-week campaign (including time, talent, prizes, promotion, publicity, copy writing, etc.) at $500 per week and offered to break down the cost per merchant on the basis of the number of participants.

The merchants agreed to sponsor a sustained campaign, spread over a 15-week period—from Sept. 7 through Dec. 20—the three best shopping months of the year, according to Mr. Fife. In time, when seasonal shopping desires subsided, he reasoned, customers would still continue their buying habits downtown.

Aiming its campaign at all groups of people, WWCA scheduled 25 local high school football broadcasts, a daily newscast and five daily spot announcements (35 per week)—the latter beamed also in Polish, Spanish and Greek. The football and newscast formats were tailored to describe the weekly contest and prizes. The commercials asked listeners to buy specific merchandise at participating stores. Courtesy spots embodying the "shop downtown" theme also were aired.

A maximum of 20 leading retail establishments participated in the commercials. Included were Sears, Roebuck & Co. and Goldblatt's Dept. store, the two largest department stores, and others: Dreyfus Appliances, Gary Office Equipment Co., H. Gordon & Sons, W. T. Grant Co., Packett & Smith (optometrists), Hoosier Hardware, Kirby Distributing Co., Moehr Floor Covering, H. C. Lytton & Co. (men's clothing), Mac & Dewey Tailors, Newberrys' Dime Store, Model Clothiers, Radigan Bros. (furniture), Seiffer Lamar (furniture) and Wilson's Electric Appliances.

Entry blanks were distributed to all stores, reading: "You can win $5,000 in prizes—vacation—jackpot. Presented by the Gary Downtown Merchants and WWCA. Nothing to buy—no obligation—just fill out this form and mail to radio station WWCA, Hotel Gary, Gary, Ind. You can win!! Weekly prizes worth $200 plus a grand jack pot of prizes worth $1,000 plus an all-expense paid vacation for two to Mexico and the Magic Valley."

Customers were asked to write "in as few words as possible why you like to shop in Downtown Gary," and to tune in the football broadcasts, newscasts and daily announcements.

Since this special promotion last December, the merchants organization has bought spot announcement schedules to publicize every promotional event that followed. This included two dollar days, one special Christmas sales event and another for Easter. The association also purchased two hours daily of Christmas carols on WWCA two weeks prior to Christmas.

Many participating sponsors reported good sales response during the special promotion but no check was made to determine actual results since the primary purpose of the campaign was to publicize downtown Gary as a shopping center. "Actual sales results were, of course, expected but were incidental," Mr. Fife observed. He summed it up this way:

". . . This campaign has gone over with great success. Retailers with whom we have never previously been able to do business are now advertising on this station. The entire area has been made conscious of the power of radio. Not only is this campaign a profitable one for us, but we believe that it has opened the door for us to tremendous potential future revenue. We heartily recommend that stations in all communities attempt to work out the same sort of campaign for their downtown retailers."

HOW MANY TV OUTLETS

Much has been written, and more said, in speculation about the eventual size of the American television system. Here is the first serious attempt to analyze realistically just how many TV stations in what markets can make a go of it. The author, a recognized economist who prepared this article on assignment from B•T, has considered all logical sources of revenue—local, regional and spot—and probable variations in operational costs in arriving at his significant findings.

By Peter R. Levin

AS CONSTRUCTION permits have begun their flow from the FCC like a spring flood and as new TV grantees face the realities of finding revenues to pay for their investments and meet their bills, an inevitable question reasserts itself: Can the U. S. afford all these stations?

Prospective operators, recalling how close you could cut to the bone in radio, shudder as they figure their monthly costs. Advertisers speak or think passionately on rising rates—and, in some instances, regard any new station on the network as something that further throws the budget out of kilter. Optimists and pessimists of all shades riot in argument over what kind of an economic animal TV really is.

All this sound and fury, worry and protest has its justification. Television is not growing naturally and comparatively slowly, as did pre-World War II radio, into the U. S. economy. It is being engrafted upon the country at what seems a fearfully rapid rate. In many instances, applications for stations have been made and grants received not so much in the assurance of profit but in the hope that *some day* the stations will pay their way. With many of the newer telecasters, the motive has clearly been self-protection of existing properties, not the vision of boundless gain.

As present and prospective station men have viewed the FCC's allocations table, they have not seen a promised bounty in the commission's generous sprinkling of uhf. Rather, they have seen the makings of a glut. True, several hundred contests have developed in both vhf and uhf. But there lurks a fear that too many stations are going on the air too fast, that even a winner in some of the hearings is primarily winning the right to an adventure in red ink.

For one thing is very clear. The happy conditions under which most TV stations operated during the last two years of the "freeze" are not likely to repeat themselves in the foreseeable future. The test of recent experience is not in the booming one-station major markets but in those that have been close to the limits of their allocations. And here, the experience has not been altogether a happy one. In 1952, only eight of 108 stations reported losses, but these eight were divided between New York and Los Angeles —certainly two of the nation's richest markets but also areas where the TV spectrum is close to saturation.

Well then, how much TV can a market support? The answer is: It depends. Size of original investment, hours of operation, program balance, financial structures and a multitude of other factors combine in various ways to determine what a station *must* earn in order to show a profit. On the other side of the coin, potential revenues in a market are a function of station coverage, regional and local competition, network affiliation, national sales representation, the volume of sales in advertisable goods and services, and the size and number of local business establishments capable of paying TV rates.

In the final analysis, therefore, what a specific market can absorb in TV stations may depend upon a number of circumstances that cannot be measured in a general estimate such as this. Near equality of population or retail sales, by themselves, do not render markets equal in their possibilities for TV stations. This is especially the case in smaller markets where in TV, as in radio, the bulk of station revenues will necessarily

S CAN THE U.S. SUPPORT?

have to come from local accounts. And so, a city with fewer but larger businesses may actually be able to keep more stations in healthy condition than a city of bigger population and more but smaller stores.

These are local variations that can be determined only on the ground. But overall, a general prognostication can be drawn for the country as a whole. This is based upon the assumption that there is a fairly close relationship between consumer spending and advertising expenditures (out of which come the great bulk of TV revenues).

That such a relationship exists is evident in the tendency of all advertising spending to range at about 4% of retail sales. In recent years, whether consumer preferences have varied so that TV-set purchases cut into automobile sales or whether increased food sales brought a counter-decline in apparel buying, the correlation has held.

Thus, because every U. S. market sells a wide and representative variety of advertisable goods and services, it is reasonable to assign about 4% of its total retail sales figure to advertising and promotion *in all media.* From this, a percentage can be extracted for the support of television—and 10% of advertising spending or 0.4% of retail sales has been taken as the amount available to TV.

Explanation of Percentage

On the one hand, this is higher than the 1952 average of 0.35% for the country as a whole. But on the other hand, the percentage is about equal to the actual records of existing TV markets. In 1951, for example, the 11 stations in 10 markets of the 100,000-250,000 population class averaged better than 0.25% in time sales alone; the addition of their pro-rated share of production costs and line or film charges on network programs would run the TV share for these markets to at least 0.4%. (In the same year, revenue reported by radio stations in these same markets averaged 0.62% of retail sales.)

Another substantial reason for settling on the 10% of advertising principle lies in the long-term trend of the national economy. Fundamental in supposing that a new industry like TV can survive and grow is the fact that the U. S. has been increasing its economic power at a compound rate of 2.5% annually. Thus, by average growth, within five years, we will be 13% bigger than we are now—and this growth should more than compensate for any over-optimism in the correlation of advertising spending to retail sales and the proportion of TV revenues in all advertising spending. In fact, assuming a normal rate of increase in the American economy, there will be room for all media to prosper.

(Parenthetically, however, if we get into a major war or a moderately severe depression, all bets are off. Many profitable television stations would be added, nevertheless, but at a considerably slower pace than under present conditions.)

Before setting a market-by-market count on economically possible TV stations, it is obvious that some minimum or average figure for costs should be established. For one thing, it must be expected that unless any market has a potential in TV revenue that is equal to minimum operating costs plus depreciation and some profit, there can be neither attraction nor stability for TV in many smaller cities. For another thing, together with allocations, limitations and revenue potential, minimum or average costs are the determinant of how many stations can fit a specific market.

History Won't Repeat

The past average of TV stations is not the best guide to setting up costs for future stations. Balances between network, film and studio origination have varied considerably. So have hours of operation, size of staff, compensation of personnel and rental fees. With added stations in all markets, new variations are bound to appear.

Consequently, three types of station have been projected:

1. *A small station,* costing between $100,000 and $175,000 in equipment and construction, is definitely feasible. Depending for its programming on network and film, or film exclusively, it can be operated on a budget as low as $150,000 annually and earn a small profit. Programming in such a set-up can amount to as much as 70 hours a week.

2. *An average station,* costing between $200,000 and $450,000, can engage in simple live studio production as well as network and film. Its operating costs can run as low as $250,000 for 50 hours weekly or as high as $500,000 for 70 hours. These figures include depreciation and a return on investment.

3. *A large station,* built at a cost of $500,000 or more, is pretty much reserved to larger metropolitan areas. All types of programming are to be anticipated, but the satisfaction of audience demands and the accommodation of different classes of advertisers make unlikely anything less than 90 hours weekly. Costs, therefore, are higher—$750,000 and up.

To fit these stations into the country's markets, an analysis of the retail sales of each city possessing a TV allocation was related to the costs of station operation. Taking $150,000 as a minimum figure and multiplying by 250 (the reciprocal of 0.4%), the smallest possible concentration of retail sales theoretically capable of supporting TV comes to $37,500,000. But this figure is so highly charged with theory that, in drawing the accompanying map and table, $37.5 million was accepted as a possible TV city only where home county sales exceeded $50 million.

Similarly, in working out a scheme for the accommodation of one average station or several stations in a market, some room for play seemed better than rigid adherence to the results of statistical deduction. The following table records the limits:

	City retail sales necessary	*County retail sales necessary*
1 Small station	$37,500,000	$50,000,000
1 Average station	62,400,000	85,800,000
1 Average station or 2 stations at a future date	85,800,000	130,000,000
2 Average stations	100,000,000	150,600,000
2 Average stations or 3 stations at a future date	150,000,000	257,350,000
3 Stations	257,350,000	450,000,000
3 Stations or more	450,000,000	.....

In a few instances, adjustments were made because of knowledge of a specific market or because of technical allocation problems. For instance, Gary, Indiana—if removed to another location—could support two TV stations; but, under the guns of Chicago and apportioned a single commercial channel, can at best expect one community station. Akron, Ohio, illustrates a somewhat different situation: though well within range of Cleveland, it is a self-contained trade area, capable of sustaining three stations, but currently allocated only two.

Period of Loss

In connection with this general estimate, it should be noted that no definite provision has been made for an interim-loss period—particularly during audience-building times in non-TV areas or sections where uhf stations have to contend with a vhf audience. In the calculations, it has been presumed that such losses will occur. But it has also been assumed that station owners will have the wherewithal to finance themselves through a bleak period of as long as three years of losing operations. At the lower limit of feasible TV — the $37,500,000 market—first and second year losses will be recoverable not only by increasing set-saturation but also by economic growth in the market. Other markets should follow the same pattern.

How long it will take to achieve the pro-

XUM

portions of the map (see pages 106-107) rests upon the economic condition of the country. At 1951-1952 business levels, plus normal growth, the date of fulfillment is 1955 or early 1956. In fact, it is quite probable that even more stations will enter the picture. Upcoming markets like Aiken, S. C., and Lafayette, La., fall below the minimum requirements as deduced from current statistics. Three years from now, they will certainly qualify.

What counts is the revenue potential in the market and the ability of a station to secure it from local merchants and/or national advertisers. Population in a service area or cost per thousand are of considerably less significance. If a national advertiser is unwilling to buy a market directly, he frequently shows up indirectly by splitting cooperative funds with a local dealer. And if he does not, the local merchant will pick up the slack and advertise his wares on TV—as long as the rate is within his means. This has been the story in radio; in today's few smaller TV markets with stations on the air, that story is beginning to repeat itself.

In the larger markets, station revenues tend to show a heavy preponderance from network and national or regional accounts. The reason, manifestly, is rate; only the bigger advertisers can afford to buy. But as market size decreases—and as rates drop concomitantly — network revenues decline precipitously and national spot business becomes catch-as-catch-can; but local advertisers begin to find TV costs within the size of their budgets. Finally, in the small markets, networks are valuable to the station mainly as a program supply (and stations are valuable to networks as a low-cost method of building audience along a cable route); but local sales will provide virtually all the revenues. And, to look at the bright side, there is plenty of local revenue to be had. At $25 for a spot, a store doing $100,000 gross business can be a sometime advertiser on TV. The merchant who rings up $300,000 each year can come in regularly.

ABOUT THE AUTHOR

Mr. Levin was graduated from U. of Chicago where he also took two years of advanced work in economics. After four years of World War II Army service, part of it as a coordinator of manpower and transportation in the Office of the Undersecretary of War, Mr. Levin turned to writing. He contributed articles on politics and economics to the *Toronto Star Weekly* and the *Saturday Review* and wrote a book, *Seven by Chance: The Accidental Presidents*. For the past four years he has operated a management consulting firm in New York, specializing in radio and TV.

TV STATIONS: HOW MANY AND WHERE?

Here are Mr. Levin's projections of the number of TV stations each potential market logically can accommodate. His estimates were deliberately conservative. The mature TV system may well be larger than this. He thinks it a safe bet that a minimum of 517 stations will succeed in a minimum of 343 markets. In the following lists, numbers after each city indicate total stations. Abbreviation SS stands for small station, without live studio facilities and costing $100,000-$175,000 to build. LS means local station, without network affiliation, which may or may not have live facilities, depending upon market size.

Alabama

Birmingham	3 or more
Gadsden	1
Mobile	2
Montgomery	2

Arizona

Phoenix	3
Tucson	2

Arkansas

Fort Smith	1
Little Rock-N. Little Rock	2

California

Bakersfield	2 or 3
Eureka	1
Fresno	3
Los Angeles	3 or more
Merced	L.S.
Modesto	1
Monterey-Salinas	1 or 2
Petaluma	L.S.
Redding	S.S.
Riverside	1 or 2
Sacramento	3
San Bernardino	1 or 2
San Diego	3 or more
San Francisco-Oakland	3 or more
San Jose	2 or 3
Santa Barbara	1 or 2
Santa Cruz	L.S.
Santa Rosa	1
Stockton	2
Ventura	L.S.
Visalia	L.S.

Colorado

Colorado Springs	1 or 2
Denver	3 or more
Greeley	L.S.
Pueblo	1 or 2

Connecticut

Bridgeport	2
Hartford	2
Meriden	L.S.
New Britain	1
New Haven	2
New London	1
Norwich	1
Stamford-Norwalk	L.S.
Waterbury	1

Delaware

Wilmington	2

District of Columbia

Washington	3 or more

Florida

Daytona Beach	S.S.
Fort Lauderdale	1 or 2
Jacksonville	3
Lakeland	L.S.
Miami	3 or more
Orlando	2
Pensacola	1
Tampa-St.-Petersburg	3
West Palm Beach	1 or 2

Georgia

Atlanta	3 or more
Augusta	1 or 2
Columbus	2
Macon	1 or 2
Rome	S.S.
Savannah	2

Idaho

Boise	1 or 2
Idaho Falls	S.S.
Pocatello	S.S.
Twin Falls	S.S.

Illinois

Alton	L.S.
Aurora	L.S.
Belleville	L.S.
Champaign-Urbana	1 or 2
Chicago	3 or more
Danville	1
Decatur	1 or 2
Elgin	L.S.
Freeport	S.S.
Galesburg	L.S.
Joliet	L.S.
Kankakee	L.S.
Peoria	2
Quincy	1
Rockford	2
Rock Island-Moline (Ill.)-Davenport (Iowa)	3
Springfield	2
Waukegan	L.S.

Indiana

Anderson	1
Bloomington	1
Elkhart	1
Evansville	2
Fort Wayne	2
Gary	L.S.
Hammond	L.S.
Indianapolis	3 or more
Kokomo	L.S.
Lafayette	1
Marion	L.S.
Muncie	1
Richmond	1
South Bend	2
Terre Haute	2

Iowa

Ames	1
Burlington	L.S.
Cedar Rapids	2
Des Moines	3
Dubuque	1
Fort Dodge	S.S.
Mason City	1
Ottumwa	S.S.
Sioux City	2
Waterloo	1 or 2

Kansas

Hutchinson	1
Salina	S.S.
Topeka	1 or 2
Wichita	3

Kentucky

Lexington	1 or 2
Louisville	3 or more
Owensboro	S.S.
Paducah	S.S.

Louisiana

Alexandria	1
Baton Rouge	2
Lake Charles	1
Monroe	1
New Orleans	3 or more
Shreveport	2

Maine

Bangor	1 or 2
Lewiston-Auburn	S.S.
Portland	2

Maryland

Annapolis	L.S.
Baltimore	3 or more
Cumberland	1
Frederick	L.S.
Hagerstown	S.S.
Salisbury	S.S.

Massachusetts

Boston	3 or more
Brockton	L.S.
Fall River	1 or 2
Lawrence	L.S.
Lowell	L.S.
New Bedford	1 or 2
Pittsfield	1
Springfield-Holyoke	2 or 3
Worcester	2

Michigan

Ann Arbor	1
Battle Creek	1 or 2
Bay City	1 or 2
Benton Harbor	S.S.
Detroit	3 or more
Flint	3
Grand Rapids	2
Jackson	1 or 2
Kalamazoo	1 or 2
Lansing	2
Muskegon	1
Port Huron	1
Saginaw	2

Minnesota

Duluth-Superior	3
Mankato	S.S.
Minneapolis-St. Paul	3 or more
Rochester	S.S.
St. Cloud	1

Mississippi

Biloxi-Gulfport	S.S.
Greenville	S.S.
Jackson	2
Meridian	S.S.

(Continued on page 106)

"$2,300 A Month from AP News"

"The power of AP News in a small market is shown by the fact that our 63 AP weekly newscasts are all sponsored AND in every case spots before and after these 63 newscasts are sold and stay sold . . . for a total revenue of $2,300 per month. Figure it for yourself: AP news on your station means dollars for you."

Brown Morris, Manager
KADA, Ada, Okla.

AP NEWS = Revenue & Reputation

"AP has built our Reputation for Top News Reporting"

"Folger's Coffee, Kimball Motor Co., Campbell's Refrigeration and San Luis Butane have increased their sales and expanded their businesses due to AP news. Even our adjacencies are sold out. This is all made possible by our hard-working AP machine and the always efficient AP reporters who work 'for us'."

Les Hacker, Station Manager,
KVEC, San Luis Obispo, Calif.

For full information on how you can join The Associated Press, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

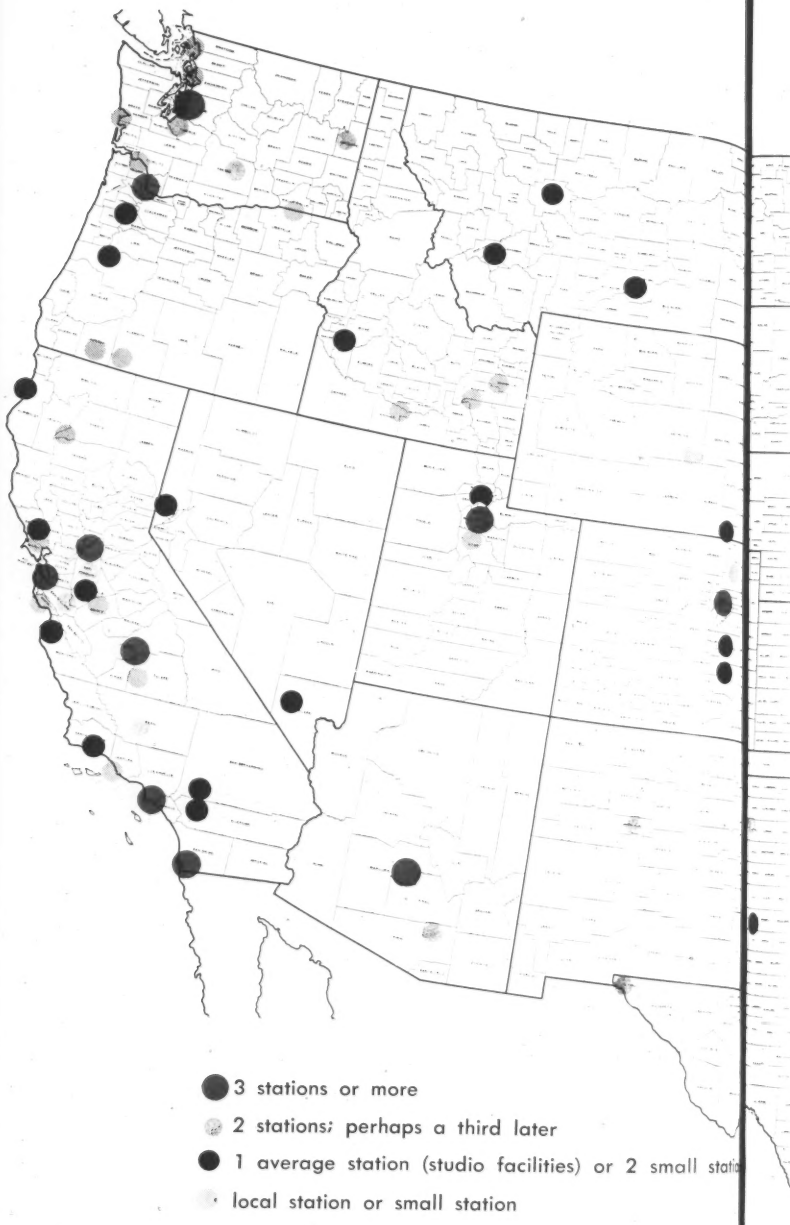
Hundreds of the country's finest stations announce with pride,

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

(Continued from page 104)

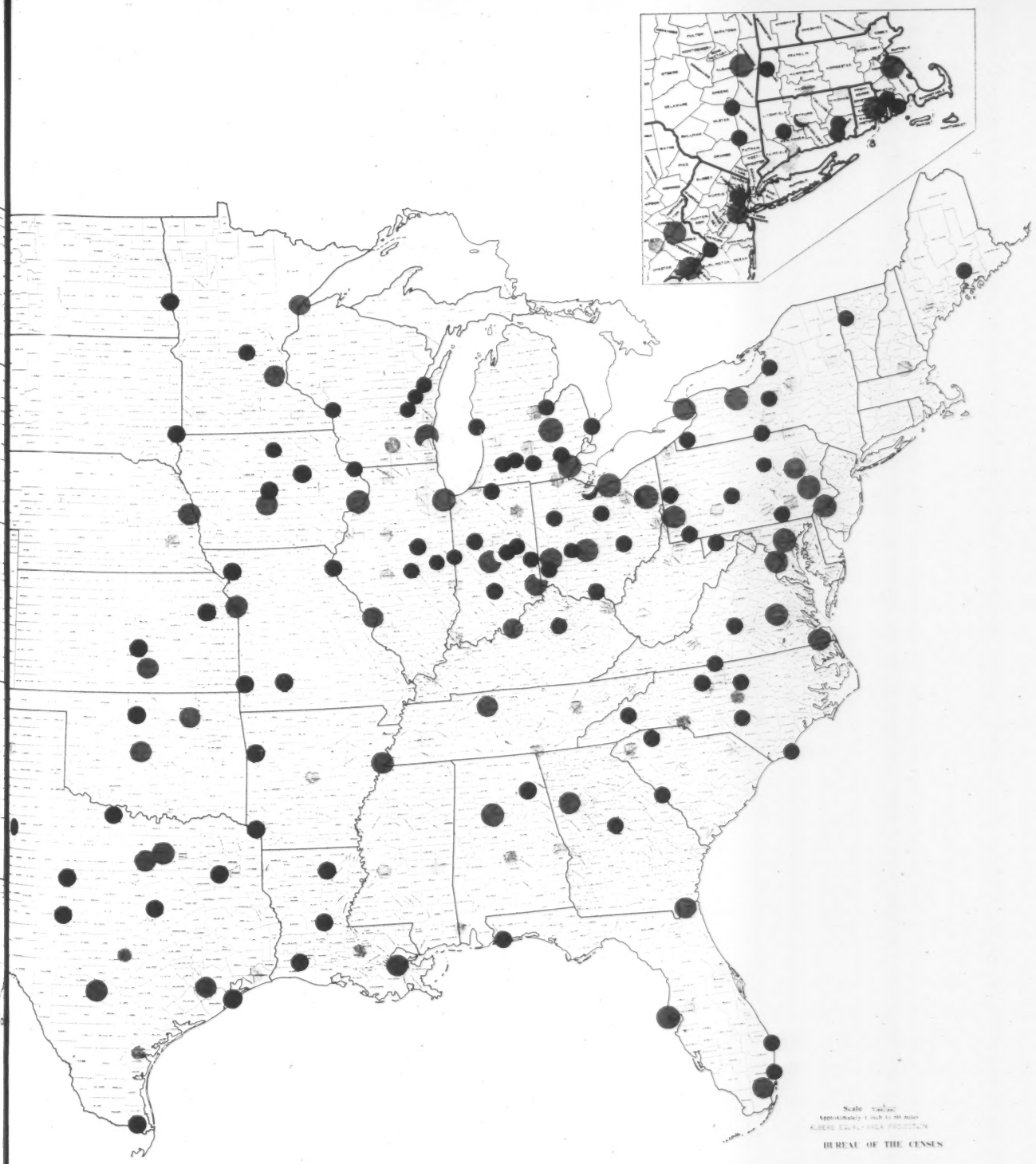
Missouri	
Joplin	1
Kansas City (Mo.-Kan.)	3 or more
St. Joseph	1
St. Louis	3 or more
Springfield	1
Montana	
Billings	1
Butte	1
Great Falls	1
Nebraska	
Lincoln	2
Omaha	3
Nevada	
Las Vegas	1
Reno	1 or 2
New Hampshire	
Manchester	2
Nashua	L.S.
New Jersey	
Asbury Park	L.S.
Atlantic City	2
Newark	1
New Brunswick	L.S.
Paterson	L.S.
Trenton	1
New Mexico	
Albuquerque	2
New York	
Albany-Schenectady-Troy	3 or more
Amsterdam	L.S.
Auburn	1
Binghamton	2
Buffalo-Niagara Falls	3 or more
Elmira	1
Glens Falls	S.S.
Ithaca	S.S.
Jamestown	1
Kingston	1
Middletown	L.S.
New York City	3 or more
Olean	S.S.
Poughkeepsie	1
Rochester	3 or more
Syracuse	2 or 3
Utica-Rome	2 or 3
Watertown	1
North Carolina	
Asheville	1 or 2
Burlington	L.S.
Charlotte	2 or 3
Durham	1 or 2
Fayetteville	1
Gastonia	L.S.
Greensboro-High Point	2
Raleigh	2
Wilmington	1
Winston-Salem	1 or 2
Ohio	
Akron	2 or 3
Ashtabula	L.S.

(Continued on page 108)


3 stations or more
2 stations; perhaps a third later
1 average station (studio facilities) or 2 small stati
local station or small station

THE MATURE U. S. TELEVISION SYSTEM

The map on these pages shows U.S. communities where TV can comfortably be accommodated and the number of stations that can be supported in each. It illustrates the market-by-market list which begins on page 104, is continued on this page and page 108. Size of circles does not indicate coverage.



BUREAU OF THE CENSUS

(Continued from page 106)

Canton	1 or 2
Cincinnati	3 or more
Cleveland	3 or more
Columbus	3 or more
Dayton	3
Findlay	S.S.
Hamilton-Middletown	1
Lima	1
Lorain-Elyria	1
Mansfield	1
Marion	S.S.
Massillon	S.S.
Newark	L.S.
Portsmouth	1
Sandusky	L.S.
Springfield	1 or 2
Steubenville—see Wheeling, W. Va.	
Toledo	2 or 3
Warren	L.S.
Youngstown	3
Zanesville	1

Oklahoma

Enid	1
Lawton	S.S.
Muskogee	S.S.
Oklahoma City	3
Tulsa	3

Oregon

Eugene	1 or 2
Klamath Falls	S.S.
Medford	S.S.
Portland (incl. Vancouver, Washington)	3 or more
Salem	1

Pennsylvania

Allentown-Bethlehem-Easton	3 or more
Altoona	1 or 2
Butler	L.S.
Erie	2 or 3
Harrisburg	2 or 3
Johnstown	2
Lancaster	2
Lebanon	S.S.
Meadville	S.S.
New Castle	1
Philadelphia	3 or more
Pittsburgh	3 or more
Reading	2
Scranton	2 or 3
Sharon	L.S.
Uniontown	1
Washington	L.S.
Wilkes-Barre-Hazleton	3
Williamsport	1
York	1 or 2

Rhode Island

Providence	3

South Carolina

Anderson	S.S.
Charleston	2
Columbia	2
Florence	S.S.
Greenville	2
Spartanburg	1 or 2

South Dakota

Aberdeen	S.S.
Rapid City	S.S.
Sioux Falls	1 or 2

Tennessee

Bristol-(Tenn.-Va.)	S.S.
Chattanooga	2 or 3
Jackson	S.S.
Johnson City	S.S.
Kingsport-(Tenn.)	S.S.
Knoxville	2 or 3
Memphis	3 or more
Nashville	3

Texas

Abilene	1
Amarillo	2
Austin	2
Beaumont-Port Arthur	2 or 3
Brownsville-Harlingen-Weslaco	1 or 2
Corpus Christi	2
Dallas	3 or more
El Paso	2
Fort Worth	3
Galveston	1 or 2
Houston	3 or more
Laredo	S.S.
Longview	S.S.
Lubbock	1 or 2
McAllen	S.S.
Odessa	S.S.
San Angelo	1
San Antonio	3
Temple	S.S.
Texarkana	1
Tyler	1
Waco	1 or 2
Wichita Falls	1

Utah

Ogden	1
Provo	L.S.
Salt Lake City	3

Vermont

Burlington	1

Virginia

Bristol—see Tennessee	
Charlottesville	S.S.
Danville	1
Lynchburg	1
Norfolk-Portsmouth-Newport News	3 or more
Petersburg	L.S.
Richmond	3
Roanoke	2

Washington

Aberdeen	S.S.
Bellingham	S.S.
Everett	L.S.
Longview	S.S.
Seattle	3 or more
Spokane	2 or 3
Tacoma	2
Vancouver—see Portland, Ore.	
Walla Walla	S.S.
Yakima	2

West Virginia

Charleston	2
Clarksburg	S.S.
Fairmont	S.S.
Huntington-Ashland	2
Parkersburg	S.S.
Wheeling-Steubenville	2

Wisconsin

Appleton	1
Beloit	S.S.
Eau Claire	S.S.
Fond du Lac	S.S.
Green Bay	1 or 2
Kenosha	L.S.
La Crosse	1
Madison	2
Milwaukee	3 or more
Oshkosh	1
Racine	L.S.
Sheboygan	S.S.
Wausau	S.S.

Wyoming

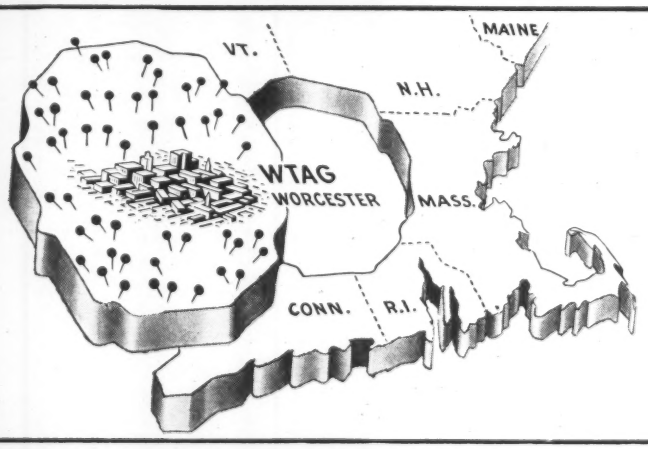
Casper	S.S.
Cheyenne	1

For an agency's concept of how big a TV system *national* advertising can support, see page 110.

It takes the leading WORCESTER station to deliver PLUS COVERAGE in Central New England . . . . . .

WTAG
WORCESTER

HENRY I. CHRISTAL COMPANY will tell you why



WTAG AM & FM WORCESTER, MASSACHUSETTS 5000W BASIC CBS

In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ. . . . plus the prestige and network programming of its NBC affiliation. Add the 3¼-million Auto Radios, and the 1½-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing BIG business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do . . . for *less* than the average cost-per-thousand-listeners for radio time in Detroit.

The time to sell Detroit is now . . .
the time to buy is . . .

WWJ AM-FM

Associate Television Station WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION. *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.

AN AGENCY'S CONCEPT OF TELEVISION'S FUTURE

In B•T's Feb. 9 issue, John B. Crandall, media director of Sherman & Marquette, New York, explained his views about TV development—in terms of its usefulness to a national advertiser. Here are the 112 markets, with total homes for each, he felt would be maximum used. Together they contain 83.42% of U.S. homes. Mr. Crandall's approach was necessarily limited to national advertising interest. Mr. Levin's article on preceding pages analyzes potential station population that is possible with all kinds of advertising revenue.

STATE	CITY	NUMBER
New York	New York	4,239,000
Illinois	Chicago	1,750,700
California	Los Angeles	1,695,900
Pennsylvania	Philadelphia	1,532,100
Massachusetts	Boston	1,121,100
California	San Francisco	986,800
Michigan	Detroit	947,600
Ohio	Cleveland	897,000
Pennsylvania	Pittsburgh	776,500
Missouri	St. Louis	596,000
Connecticut	Hartford-New Haven	531,100
Pennsylvania	Reading-Lancaster Area	508,000
D. C.	Washington	490,900
Maryland	Baltimore	474,600
Missouri	Kansas City	462,700
Minnesota	Minneapolis-St. Paul	460,100
Washington	Seattle-Tacoma	434,100
Georgia	Atlanta	431,600
Ohio	Cincinnati	426,100
Wisconsin	Milwaukee	411,500
Texas	Dallas-Ft. Worth	409,500
Rhode Island	Providence	406,000
N. Carolina	Charlotte	381,800
Indiana	Indianapolis	379,000
New York	Buffalo	357,600
Ohio	Columbus	343,600
Oregon	Portland	342,000
Texas	Houston	338,200
Pennsylvania	Johnstown	337,700
New York	Schenectady-Albany-Troy	332,600
Ohio	Toledo	317,400
Illinois	Peoria-Springfield	304,900
N. Carolina	Greensboro-Winston-Salem-Durham	291,300
Louisiana	New Orleans	286,500
Tennessee	Knoxville	282,200
Ohio	Dayton	280,800
Tennessee	Memphis	272,500
Alabama	Birmingham	262,500
Tennessee	Nashville	255,500
Kentucky	Louisville	251,400
Indiana	Ft. Wayne	246,600
N. Carolina	Raleigh	244,300
Oklahoma	Oklahoma City	241,400
Colorado	Denver	237,300
Virginia	Norfolk	231,700
Wisconsin	Madison-Rockford	231,000
Nebraska	Omaha-Lincoln	224,400
Florida	Tampa-St. Petersburg	219,400
New York	Binghamton-Elmira	219,200
Michigan	Lansing	218,900
New York	Syracuse	218,400
Iowa	Des Moines-Ames	211,700
Kentucky	Paducah	209,500
W. Virginia	Huntington	207,300
New York	Rochester	205,000
Indiana	Evansville	205,000
Iowa	Davenport-Rock Island	203,000
Louisiana	Shreveport	202,800
Florida	Miami	202,200
Michigan	Kalamazoo	196,600
Louisiana	Baton Rouge	190,700
Tennessee	Chattanooga	187,700
Michigan	Grand Rapids	187,000
California	San Diego	187,000
Alabama	Mobile	186,600
Virginia	Roanoke	185,400
W. Virginia	Parkersburg	183,300
Kansas	Wichita	183,100
Oklahoma	Tulsa	182,800
Arkansas	Little Rock	179,600
California	Fresno	178,900
N. Carolina	Asheville	175,100
Texas	San Antonio	174,100
Mississippi	Jackson	172,300
W. Virginia	Charleston Area	168,100
Iowa	Cedar Rapids-Waterloo	167,200
Alabama	Montgomery	162,700
Virginia	Richmond	160,500
Indiana	Bloomington	156,400
Pennsylvania	Erie	155,800
Maine	Portland	154,800
California	Sacramento	153,800
Wisconsin	Green Bay	150,600
Georgia	Augusta	143,000
Michigan	Bay City-Saginaw	135,200
Missouri	Springfield	134,300
Wisconsin	La Crosse	131,700
Kentucky	Lexington	131,400
S. Dakota	Yankton-Sioux City-Sioux Falls	131,400
Texas	Beaumont-Port Arthur	128,100
S. Carolina	Columbia	126,200
Texas	Austin	125,900
Washington	Spokane	124,500
Missouri	Columbia-Jefferson City	123,700
Georgia	Albany	122,400
Florida	Jacksonville	121,500
New York	Utica	117,400
Arizona	Phoenix	117,100
Virginia	Harrisonburg	113,000
Vermont	Burlington	112,000
Illinois	Danville-Champaign	110,200
Florida	Orlando	109,300
Texas	Wichita Falls	109,100
Minnesota	Duluth-Superior	106,900
Wisconsin	Wausau	105,400
Georgia	Savannah	100,600
Arkansas	Fort Smith	99,100
Illinois	Quincy	98,600
Georgia	Macon	95,600
Texas	Waco	93,800
Utah	Salt Lake City	91,500
S. Carolina	Charleston	88,100
	Total	37,312,800

On page at right:

THE NARTB STAFF

NARTB'S headquarters staff has been sharply realigned following the February board meeting. Under revised laws based on the two-year-old structure that brought TV stations into the association's fold, President Harold E. Fellows is the operating head of the entire organization. He functions, of course, under policy mandates laid down by the directors, to whom he reports.

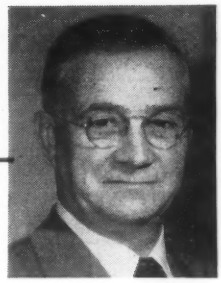
At the February board meeting several vice presidencies were created. Department heads, aside from the vice presidents, operate as managers. Judge Justin Miller, chairman of the board and general counsel, is also head of the Legal Dept.

Television stations have an autonomous organization within the new structure but Mr. Fellows has top adminstrative responsibility. The present structure gives the president more management powers than had heretofore been allocated. Working closely with Mr. Fellows at the helm is Robert K. Richards, administrative vice president.

PRESIDENT'S OFFICE

HAROLD E. FELLOWS
President

ROBERT K. RICHARDS
Adm. Vice President



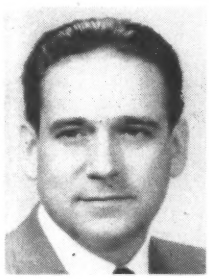
JUSTIN MILLER
Bd. Chmn. & Gen. Counsel

VINCENT T. WASILEWSKI
Chief Attorney

ABIAH A. CHURCH
Attorney

C. E. ARNEY JR.
Secretary-Treasurer

EDWARD H. BRONSON
Director TV Code Affairs



NEAL McNAUGHTEN
Manager, Engineering Dept.

RICHARD M. ALLERTON
Manager, Research Dept.

RICHARD P. DOHERTY
V.P. (Employe-Employer Relations)

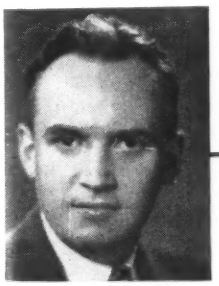
CHARLES H. TOWER
Assistant to V.P.

OSCAR ELDER
Manager, Publications Dept.

FRAN RILEY
Editor, Publications Dept.

THAD H. BROWN
V.P., Counsel to TV Board

RALPH W. HARDY
V.P. (Government Relations)



JOHN H. SMITH JR.
Manager, Promotion & FM Dept.

WILLIAM K. TREYNOR
Manager, Station Relations Dept.

JACK L. BARTON
Field Representative

HOWARD H. BELL
Assistant to V.P.

BETTE DOOLITTLE
Administrative Assistant

Official Advance Gold Rush Registration List–NARTB Convention

A

Accardo, N., Allen B. DuMont Labs., Inc., Clifton, N. J.
Adams, Irwin S., KGON Oregon City, Ore.
Adams, Robert M., KNXT L. A.
Adams, Ernest L., WHIO-TV Dayton, Ohio
Adanti, Paul, WHEN Syracuse, N. Y.
Adler, Ben, Adler Communications Labs., New Rochelle, N. Y.
Ahrbeck, W. S., A. C. Nielsen, Chicago
Akerberg, Herb, CBS, N. Y.
Akerman, Ben, WGST Atlanta
Aldridge, Mahlon, KFRU Columbia, Mo.
Alexander, John, KODY North Platte, Neb.
Alvarez, Maria Helen, KOTV, Wrather-Alvarez, Tulsa
Anderson, Harold E., KOLN Lincoln, Neb.
Anderson, Ivan, KTFY Brownfield, Tex.
Anderson, Sheldon, KCOK Tulare, Calif.
Andress, Ed, KERO Bakersfield, Calif.
Antony, W. E., KWKH Shreveport
Arnoux, Campbell, WTAR and WTAR-TV Norfolk, Va.
Atlass, Leslie, CBS-TV, N. Y.
Aubrey, James T., Jr., KNXT L. A.
Austin, Bud, Official Films Inc., N. Y.
Austin, Frances (Mrs.), J. Walter Thompson Co., S. F.

B

Bain, D., RCA, Camden, N. J.
Baker, Maury, Batten, BBDO, S. F.
Baker, Roy, KOMO Seattle
Baker, T. B., WKDA Nashville
Baldwin, John, KAYL-TV Salt Lake City
Barco, Allen A., RCA, Princeton, N. J.
Bardley, Homer, KSVC Richfield, Utah
Barnes, F. B., GE, Syracuse, N. Y.
Barnett, John A., KSWS Roswell, N. M.
Barrett, John, KSON San Diego, Calif.
Barrett, Mike, KTFY Brownfield, Tex.
Bartlett, Marcus, WSB-TV Atlanta
Bartlett, Paul R., KFRE Fresno, Calif.
Bartlett, Paul R. (Mrs.), KFRE Fresno, Calif.
Bartley, Robert T., FCC, Washington, D. C.
Bartolomei, Harry, KROW Oakland, Calif.
Batson, Charles A., WIS Columbia, S. C.
Beatton, William J., KWKW Pasadena, Calif.
Beatty, J. Frank, B•T
Beckley, Leo H., KBRC Mt. Vernon, Wash.
Benham, Edward E., KTTV L. A.
Bennett, S. D., KOMO Seattle
Bernard, J. J., KOMA Okla. City
Bernstein, Fred Louis, WTTM Trenton, N. J.
Berry, Gil., WIBC Indianapolis
Berryhill, Lee, KRON-TV San Francisco
Betts, Floyd G., KPAG Port Arthur, Tex.
Betts, J. W., WFTM Maysville, Ky.
Beznor, L. K., WOKW Milwaukee
Bias, F. J., GE, Syracuse, N. Y.
Bice, Max H., KTNT-TV Tacoma, Wash.
Bingley, F. J., Philco Corp., Philadelphia
Bishop, Burton, KTEM Temple, Tex.
Bishop, Frank L., KFEL Denver
Bishop, Lee, KORE Eugene, Ore.
Blackburn, J. W., Blackburn-Hamilton Co., Washington, D. C.
Blackman, E. G., WLAC Nashville
Bledsoe, W. S., KFYO Lubbock, Tex.
Blocki, Gale, Jr., BAB, N. Y.
Bloom, Joseph, WDXB Chattanooga, Tenn.
Bloomberg, H., Allen B. DuMont Labs. Inc., Clifton, N. J.
Bloomberg, Herbert, KOLN-TV Lincoln, Neb.
Blust, L. A., Jr., KTUL Tulsa
Boice, Hugh K., Jr., WEMP Milwaukee
Boler, John W., KCJB Minot, N. D.
Bolstad, Peggy, National Blood Program, Washington, D. C.
Bonebrake, M. H., KOCY Okla. City
Boone, William W., KYAK Yakima, Wash.
Boor, John L., KMO Tacoma, Wash.
Booth, Robert M., Jr., WSAL Logansport, Ind.
Boss, Lewis J., Philco Corp., S. F.
Bostick, M. N., KWTX Waco, Tex.
Botkin, H. M., American Tel. & Tel. Co., Kansas City, Mo.
Bowden, J. L., WKBN Youngstown, Ohio
Bowman, Les, KNXT L. A.
Boyd, Gerald F., WPAY Portsmouth, Ohio
Brace, Clayton, KLZ Denver
Braden, Paul F., WPFB Middletown, Ohio
Brandt, Otto, KING-TV Seattle
Bratton, Verl, WKTY LaCrosse, Wis.
Bremer, Frank V., WAAT Newark
Brennan, William R., The March of Time, N. Y.
Brines, Paul, WIRL Peoria, Ill.
Brokaw, Fred C., Paul H. Raymer Co. Inc., N. Y.
Brookshire, Gloria, KRDO Colorado Springs
Brown, R. M., KPOJ Portland, Ore.
Brown, Walter Jr., WORD Spartanburg, S. C.
Brumback, Jack, Ziv, L. A.
Brush, Arthur T., WHDH Boston
Bullis, Muriel, Foote, Cone & Belding, L. A.
Bullitt, A. Scott (Mrs.), KING-TV Seattle
Bunker, Edmund C., KNXT L. A.
Burda, Orville F., KDIX Dickinson, N. D.
Burk, Jack S., WAFB Baton Rouge, La.
Burke, Harry, KFAB Omaha
Burnett, Jack A., KLO Ogden, Utah
Burow, Robert J., WDAN Danville, Ill.
Burton, Robert J., Broadcast Music Inc., N. Y.
Burwell, Norman, KSON San Diego

C

Carins, A. M., All Canada Radio Facilities Ltd., Toronto
Caldwell, Spence W., S. W. Caldwell Ltd., Toronto
Caley, Charles C., WMBD Peoria, Ill.
Callanan, J. Vincent, WNHC New Haven, Conn.
Campbell, Marianne B. (Mrs.), WJEH Gallipolis, Ohio
Campbell, Martin B., WFAA Dallas
Campbell, Theodore E., WJAC-TV Johnstown, Pa.
Cantlen, J. S., The Pacific Tel. & Tel. Co., L. A.
Carlisle, William, WKBR Manchester, N. H.
Carlson, Hal, American Tel. & Tel. Co., Chicago
Carpenter, H. K., WHK Cleveland
Carr, Eugene, WHBC Canton, Ohio
Carroli, Bob, Snader Releases Inc., Beverly Hills, Calif.
Carson, Harold, All Canada Radio Facilities Ltd., Toronto
Carter, Ken, WAAM Baltimore
Cathey, Donald, KCMC Texarkana, Tex.
Chandler, George C., CJOR Vancouver, B. C.
Chandler, H. J., KFLW Klamath Falls, Ore.
Chatterton, C. O., KWLK Longview, Wash.
Chernoff, Howard L., KFMB San Diego
Cherpack, John, WBBW Youngstown, Ohio
Chinski, Gerald R., KXYZ Houston
Church, Arthur B., Jr., KMBC Kansas City, Mo.
Churchill, Clinton, WKBW Buffalo
Churchill, Clinton (Mrs.), WKBW Buffalo
Chytil, Joe, KELA Centralia, Wash.
Cisler, Steve, KXKX San Francisco
Clark, George W., George W. Clark Inc., Chicago
Clark, V. V., KOOK Billings, Mont.
Clark, W. H., KFSB Joplin, Mo.
Clawson, Scott R., KSL-TV Salt Lake City
Clay, Henry B., KWKH Shreveport
Cleghorn, John H., WHBQ Memphis, Tenn.
Cline, Neil, WHAS Louisville, Ky.
Clinton, George H., WPAR Parkersburg, W. Va.
Clipp, Roger W., WFIL Philadelphia
Close, Richard, NBC, N. Y.
Cobb, Grover C., KVGB Great Bend, Kan.
Codel, E., The Katz Agency, N. Y.
Cohen, I. T., ASCAP, Atlanta
Cohn, Marcus, Cohn & Marks, Washington, D. C.
Coleman, Murray, KCRC Enid, Okla.
Collins, J. M., ASCAP, N. Y.
Collins, Keith, KFBK Sacramento, Calif.
Colpitts, Frank, KSON San Diego
Comte, George, WTMJ-TV Milwaukee
Conger, Fred L., WREN Topeka, Kan.
Conklin, W. H., KFEL-TV Denver
Cook, George R., WLS Chicago
Cook, Ken, KMBC Kansas City, Mo.
Cooper, Jack, KTTS Springfield, Mo.
Cothron, W., Allen B. DuMont Labs. Inc., Clifton, N. J.
Covey, Dick, KRNT Des Moines
Cowan, Kenneth, B•T
Cox, H Quenton, KGW Portland, Ore.
Cox, Jim, Broadcast Music Inc., N. Y.
Craddock, Douglas L., WLOE Leaksville, N. C.
Crane, Ezra, J., KMVI Wailuku, Maui, Hawaii
Cranston, George, WBAP Ft. Worth
Crater, Rufus, B•T
Craven, T. A. M., Craven, Lohnes & Culver, Washington, D. C.
Crossland, W. C., KFRE Fresno, Calif.
Crumbaugh, L. H., KGER Long Beach, Calif.
Crutchfield, Charles H., WBT Charlotte, N. C.
Cummins, Frank P., WJAC-TV Johnstown, Pa.
Cunningham, Rhean, KFEL Denver
Curtis, James R., KFRO Longview, Tex.
Curtis, L. H., KOVO Provo, Utah

D

Dabadie, Roy, WJBO Baton Rouge, La.
Danforth, Harold P., WDBO Orlando, Fla,
Danish, Roy, MBS, N. Y.
Darling, Thomas, Niagara Television, Hamilton, Ontario
Davis, Bill, KWCJ Natchitoches, La.
Davis, Don, WHB Kansas City, Mo.
Davis, Edward, KDFC San Francisco
Davis, George C., George C. Davis Consulting Engineers, Washington, D. C.
Davis, Jacob A., KLPR Oklahoma City
Davis, James P., RCA, N. Y.
Dean, Robert J., KOZY Rapid City, S. D.
Deason, Willard, KVET Austin, Tex.
DeDominicis, Aldo, WNHC New Haven, Conn.
DeLaurentis, Vincent, WNHC New Haven, Conn.
deNeuf, Donald K., WVCN Ithaca, N. Y.
Denious, Jess, Jr., KGNO Dodge City, Kan.
Denny, Charles R., NBC, N. Y.
Dettman, Robert A., KDAL Duluth, Minn.
Dewing, Harold L., WCVS Springfield, Ill.
DeWitt, John H., Jr., WSM Nashville
DeYoung, Gene, KERO Bakersfield, Calif.
Dickensheets, Lewis, WIBW Topeka, Kan.
Diehm, Victor C., WAZL Hazleton, Pa.
Dieringer, Frank A., WFMJ Youngstown, Ohio
Dillard, E. L., WASH Washington, D. C.
Dillon, Bob, KRNT Des Moines, Iowa
Dix, L. G., KALE Richland, Wash.
Dolberg, Glenn, Broadcast Music Inc., N. Y.
Dougherty, W. Earl, KXEO Mexico, Mo.
Douglas, J. H., GE, Dallas
Dowdell, John T., WIBX Utica, N. Y.
Drake, O. S., KWKH Shreveport
Duvall, T. W., KGBX Springfield, Mo.

E

Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.
Earle, Robert, WIBR Baton Rouge, La.
Eckhardt, F. C., KDYL-TV Salt Lake City
Edholm, W. O., KFMB-TV San Diego
Edwards, James E., WLS Chicago
Ekrem, T. C., KVOD Denver
Elleson, Douglas, KRON-TV San Francisco
Elliot, R. G., The Pacific Tel. & Tel. Co., L. A.
Elliott, Wendell, KGNO Dodge City, Kan.
Enoch, Robert D., WXLW Indianapolis
Eppel, Ray, KORN Mitchell, S. D.
Epperson, Ralph D., WPAQ Mt. Airy, N. C.
Epperson, Tom, KCNA Tucson, Ariz.
Ernst, Mildred V., KWOR Worland, Wyo.
Ernst, Joseph P., KWOR Worland, Wyo.
Esau, John, KTUL Tulsa
Essex, Harold, WSJS Winston-Salem, N. C.
Estelle, Jack, Andrew Corp., Chicago
Etter, A. C., KWKC Abilene, Tex.
Evans, Herbert E., WRFD Columbus, Ohio
Evans, Ralph, WHO Des Moines
Evans, Tom L., KCMO Kansas City, Mo.
Eyerly, Robert R., WCNR Bloomsburg, Pa.

F

Fairbanks, R. M., WIRC Indianapolis
Fancher, Kay L., KPDN Pampa, Tex.
Farnsworth, G. B., KCRC Enid, Okla.
Faulk, A. Lincoln, WCKB Dunn, N. C.
Faulknor, Frank, CBS, N. Y.
Faust, George, KNXT L. A.
Fay, Bill, WHAM Rochester, N. Y.
Fehlman, Robert C., WHBC Canton, Ohio
Fender, Robert, RCA, N. Y.
Ferguson, Bert, WDIA Memphis
Ferguson, Donald, KCOK Tulare, Calif.
Ferguson, Robert W., WTRF Bellaire, Ohio
Fetzer, John E., WKZO Kalamazoo, Mich.
Field, George, RCA, N. Y.
Filion, Edgar B., Robert Meeker Associates Inc., N. Y.
Finney, E. Dean, WTWN St. Johnsbury, Vt.
Fisher, Ben S., Fisher, Wayland, Duvall, Southmayd, Washington, D. C.
Fisher, C. H., KUGN Eugene, Ore.
Fisher, C. O., KUGN Eugene, Ore.
Fisher, J. F., Philco Corp., Phila.
Fitzgerald, Edward R., J. Walter Thompson Co., Chicago.
Fitzgerald, Francis M., WGIV Charlotte, N. C.
Fitzpatrick, Horace, WSLS Roanoke, Va.
Fitzsimonds, F. E., KFYR Bismarck, N. D.
Flambo, G. La Verne, WIRL Peoria, Ill.
Fletcher, Fred, WRAL Raleigh, N. C.
Fletcher, Henry H., KSEI Pocatello, Idaho
Fletcher, Ruth A., KSEI Pocatello, Idaho
Fly, James Lawrence, Fly, Shuebruk & Blume, N. Y.
Flynn, Ray M., KRLD, Dallas
Fogarty, Frank P., WOW Omaha
Foster, Ralph D., KWTO Springfield, Mo.
Foulds, Blair, General Precision Lab. Inc., Pleasantville, N. Y.

Wherever..

CITY

VILLAGE

FARM

Whenever..

DAYTIME

NIGHTTIME

WBZ is the station "listened to most" in New England!

In this Whan Survey.. the most comprehensive audience survey ever attempted in New England.. the leadership of WBZ emerges strong and clear. In this Survey, too, you'll find records of listening habits that will help you spend your New England advertising dollar with utmost results. If you haven't a copy, get in touch with Free & Peters or with

WBZ Boston
50,000 Watts
NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · KYW · KDKA · WOWO · KEX · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Revealed by the Dr. Forest L. Whan Survey of the Boston Trade and Distribution Area

RADIO STATIONS "LISTENED TO MOST"

DAYTIME	Total	Urban	Village	Farm
WBZ	15.3%	13.9%	12.3%	18.0%
Station B	12.3	13.5	8.3	3.5
Station C	9.8	10.5	7.5	5.4
Station D	5.0	4.6	8.1	3.7
Station E	3.3	3.7	1.8	0.8
NIGHTTIME				
WBZ	19.6%	18.6%	25.3%	21.3%
Station B	6.5	7.3	3.5	2.6
Station C	5.8	6.3%	3.9	3.0
Station D	3.4	3.3	4.5	2.2
Station E	3.1	2.5	4.6	8.2

Fowler, Clinton, H., KGER Long Beach, Calif.
Fox, Bill, KFMB-TV San Diego
Fox, S. S., KDYL Salt Lake City
Fraze, E. C., WMC Memphis
Frech, E. J., KFRE Fresno, Calif.
Frechette, George T., WFHR Wisconsin Rapids, Wis.
Freiberger, C. J., Denver
Friedheim, Robert W., World Bcstg. System, N. Y.
Frost, E., RCA, Camden, N. J.
Fulton, John, WGST Atlanta

G

Gaither, Frank, WSB Atlanta
Gale, John D., Paul H. Raymer Co., Hollywood
Gardner, Florence M., KTFI Twin Falls, Idaho
Garner, Jim, KAFY Bakersfield, Calif.
Garrison, Millard M., WSAL Logansport, Ind.
Garten, C. Thomas, WSAZ Huntington, W. Va.
Gartland, William, RCA, N. Y.
Gavin, Tom, WIRL Peoria, Ill.
Geddes, W. A., KICO El Centro, Calif.
Geehan, Jerry, KMO Tacoma, Wash.
Geiringer, Jean, Broadcast Music Inc., N. Y.
Geist, Henry J., WTVU Scranton, Pa.
Gibbens, Tom E., WAFB Baton Rouge, La.
Gihring, H. E., RCA, Camden, N. J.
Gilbert, Janet A., Sherman & Marquette Inc., N. Y.
Gill, Cliff, KBIG Hollywood
Gill, George H., Kliegl Brothers, N. Y.
Gillespie, Henry, RCA, N. Y.
Gillett, Glenn D., Glenn D. Gillett & Associates, Wash., D. C.
Gittleson, Norman, WJAR-TV Providence, R. I.
Glasmann, A. L., KLO Ogden, Utah
Glickman, David, B•T
Godwin, Charles, MBS, N. Y.
Goetz, Gerry, All Canada Radio Facilities Ltd., Toronto
Goldsmith, Dr. T., Allen B. DuMont Labs. Inc., Clifton, N. J.
Goodell, Byron, Robert Meeker Associates Inc., N. Y.
Goodman, Harry S., Harry S. Goodman Productions, N. Y.
Gottlieb, Ralph, WKBR Manchester, N. H.
Gould, Lester L., WJNC Jacksonville, N. C.
Graham, Donald G., KOMO Seattle
Gramling, Oliver, AP, N. Y.
Grams, Harold, KSD St. Louis, Mo.
Grant, Charles B., KDON Salinas, Calif.
Greenberg, Kenneth, American National Red Cross, Washington, D. C.
Greenberg, Lewis, S., The Branham Co., Chicago
Greep, Malcolm, WVJS Owensboro, Ky.
Gregory, G., Allen B. DuMont Labs. Inc., Clifton, N. J.
Gresham, R. E., Universal Publicizers Inc., Chicago
Griffin, John, KTUL Tulsa
Griffith, E. T., RCA, Camden, N. J.
Griffiths, A. E., KOZY Rapid City, S. D.
Grove, W. C., KFBC Cheyenne, Wyo.
Gulick, J. Robert, WGAL, Lancaster, Pa.
Gunderson, Allen, KDYL-TV Salt Lake City
Gundy, Phillip L., Graybar Electric Co., Detroit
Gunn, Richard N., KSUB Cedar City, Utah
Gunther, Keith, KSD St. Louis
Guy, Raymond F., WNBT N. Y.

H

Hadden, R. J., The Pacific Tel. & Tel. Co., L. A.
Hadlock, W. O., RCA, Camden, N. J.
Hagerty, George A., Philco Corp., Phila.
Haines, J., Allen B. DuMont Labs. Inc., Clifton, N. J.
Haley, Andrew G., Haley, Doty & Schellenberg, Wash., D. C.
Hall, Floyd, KPOL L. A.
Hall, S. Payson, WHEN Syracuse, N. Y.
Halliday, Eugene M., KSL Salt Lake City.
Hallowell, Nolan, KSUE, Susanville, Calif.
Hamilton, Chas. E., KFI L. A.
Hamilton, G. E., WIMA Lima, Ohio.
Hamilton, Ray V., Blackburn-Hamilton Co., Chicago.
Hamlyn, John, KFBK Sacramento, Calif.
Hamm, Dierrell, KVOL Lafayette, La.
Hammett, Robert L., Consulting Radio Engineer, San Francisco.
Hamrick, William H., WWNC Asheville, N. C.
Hanna, R. B., WGY Schenectady, N. Y.
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo.
Hanson, Elmer O., KNOX Grand Forks, N. D.
Hanson, O. B., NBC, N. Y.
Hardesty, John F., BAB, N. Y.
Harker, Glen W., Storer Bestg. Co., N. Y.
Harkins, Dwight, KTYL Mesa, Ariz.
Harlow, Roy, Broadcast Music Inc., N. Y.
Harpole, W. J., KVOP Plainview, Tex.

Talk about swaying!

But this is nothing compared with the swaying power of the mighty WLW Stations. The WLW Stations' reputation for swaying people and smashing sales records is tops in both AM and TV.

And here's why!

Because the WLW Stations have the talent.

Because the WLW Stations have radio and television's *only Client Service department.*

Because the WLW Stations cover a market area bigger and richer than the N. Y. market.

Which all goes to show you that the WLW operation is no small "lean-to"—but rather a giant advertising force that makes sales sway its advertisers' way!

Yes, when it comes to swaying, Crosley knows which way the *sales* wind blows!

As your ad dollar is spent, so your sales are inclined!

CROSLEY broadcasting corporation

XUM

WAVE-TV

OFFERS TOP PARTICIPATING PROGRAMS!

"FLAVOR TO TASTE"— Louisville's best cooking program.

"DIAL FOR DISCS" — popular disc jockey show.

"OLD SHERIFF"—Western films, for kids of all ages.

"MAN ON THE STREET"— entertaining downtown street interviews.

"POP THE QUESTION"—studio-audience quiz show with prizes.

"MARKET BASKET" — informative food shopping-guide program.

"MASTERPIECE MOVIETIME"— recent top-flight film classics, Tuesdays at 9:45 p.m.

"SPORTS SLANTS"— early-evening sports show.

"HEALTHY, WEALTHY & WISE" —children's audience-participation quiz.

"FARMS AND FOLKS"— Louisville's only agriculture program.

"MATINEE THEATER"—daytime show of popular, full-length movies.

For full details, see your Free & Peters Colonel or write direct.

WAVE-TV
FIRST IN KENTUCKY
Channel 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
Exclusive National Representatives

Harris, Charles L., WGRC Louisville, Ky.
Harris, Jack, KPRC Houston.
Harris, Wiley P., WJDX Jackson, Miss.
Harrison, Gerald, WMAS Springfield, Mass.
Hartenbower, E. K., KCMO Kansas City, Mo.
Harway, Don, Standard Rate & Data Service Inc., Evanston, Ill.
Hasbrook, Richard, The Katz Agency Inc., L. A.
Hassett, D. Vern, KSRO Santa Rosa, Calif.
Hatch, George C., KALL Salt Lake City.
Hathaway, Donald L., KSPR Casper, Wyo.
Hathaway, Donald L., Mrs., KSPR Casper, Wyo.
Hauser, Carroll R., KHUM Eureka, Calif.
Haverlin, Carl, Broadcast Music Inc., N. Y.
Hayden, J. R., IDECO Columbus, Ohio.
Hayden, Leola C., WVJS Owensboro, Ky.
Hayes, Chester B., Fray Research & Development Co., Manchester, Conn.
Haymond, Carl E., KMO Tacoma, Wash.
Headley, Frank M., H-R Representatives Inc., N. Y.
Healy, Naum, KAFY Bakersfield, Calif.
Heinecke, Alice J., SESAC, N. Y.
Heinrichs, Theo. G., KWSO Wasco, Calif.
Hendershot, Al, WKTM Mayfield, Ky.
Henriquez, Eileen, J. Walter Thompson Co., L. A.
Herbert, G. R., All Canada Radio Facilities Ltd., Toronto.
Herman, A. M., WBAP Fort Worth.
Herndon, Ray, KTRH Houston.
Herold, Joseph, KBTV Denver.
Heyborne, Robert L., KSUB Cedar City, Utah.
Higbee, Arthur L., KSUB Cedar City, Utah
Higgins, George J., KMBC Kansas City, Mo.
Higgins, Len, KTNT Tacoma, Wash.
Hill, John B., KOTV Tulsa.
Hine, Donald M., KNXT L. A.
Hinshaw, Virgil G., KFH Wichita, Kans.
Hodgkinson, Jack, WHIO-TV Dayton, Ohio.
Hogan, Thomas, WPFB Middletown, Ohio.
Hogg, John L., KOY Phoenix, Ariz.
Hollingbery, George P., Geo. P. Hollingbery Co., Chicago.
Hollis, W. P., Federal Tele. & Radio Corp., Clifton, N. J.
Hollister, R. H., Collins Radio Co., Cedar Rapids, Iowa.
Holm, William, WLPO LaSalla, Ill.
Holman, Hal, WLBH Mattoon, Ill.
Holmes, V. V., Wincharger Corp., Sioux City, Iowa.
Holsclaw, Ray H., KVOA Tucson
Holt, Thad, WAPI Birmingham.
Hooper, Richard H., RCA, Camden, N. J.
Hopkins, A. R., RCA, Camden, N. J.
Hough, Harold, WBAP Ft. Worth.
Howell, Rex G., KFXJ Grand Junction, Colo.
Howell, Ruth G., KFXJ Grand Junction, Colo.
Hughes, Evan H., KVOL Lafayette, La.
Huhndorff, Paul, KPRC-TV Houston, Tex.
Hungergord, E. A., Jr., Joint Committee on Educational TV, Wash., D. C.
Hussman, Walter, KCMC Texarkana, Ark.

I

Ing, George, KONO San Antonio.

J

Jackson, A. H., Blaw-Knox Equipment Division, Pittsburgh.
Jackson, Wallace R., KCRS Midland, Tex.
Jacobs, George G., KOTV Tulsa.
Jacobs, Lee W., KBKR Baker, Ore.
Jadassohn, K. A., SESAC, N. Y.
Jamieson, Bob, CBS, N. Y.
Jansky, C. M., Jr., Jansky & Bailey, Wash., D. C.
Jarema, Andrew, WKOP Binghampton, N. Y.
Jayne, Dan E., WELL Battle Creek, Mich.
Jeffrey, John Carl, WIOU Kokomo, Ind.
Jenkins, Eugene, KLZ Denver.
Jenkins, Paul A., KXO El Centro, Calif.
Jensen, Ray V., KSAL Salina, Kan.
Jett, E. K., WMAR-TV Baltimore.
Jewett, Carl, Robert Meeker Assoc. Inc., Chicago.
Jeynes, W. E., Niagara Television, Hamilton, Ontario, Canada.
Johnson, Albert D., KOY Phoenix.
Johnson, E. M., MBS, N. Y.
Johnson, G. S., KOB Albuquerque.
Johnson, J. Carter, KOOK Billings, Mont.
Johnson, Les, WHBF Rock Island, Ill.
Johnson, R., RCA, Harrison, N. J.
Johnston, Henry P., WSGN Birmingham.
Johnston, Robert H., WILL Urbana, Ill.
Johnston, Russ, Ward Wheelock Co., Philadelphia.
Johnston, Stoddard P., Channel Two Inc., Oakland, Calif.
Johnstone, G. W., National Association of Manufacturers, N. Y.
Jones, J. L., GE, Syracuse, N. Y.
Jones, Lloyd, KEYT Santa Barbara, Calif.
Jones, Merle, CBS, N. Y.
Jones, Myron, WJET Erie, Pa.
Jorgensen, Norman E., Krieger and Jorgensen, Wash., D. C.
Josephsen, A., RCA, Camden, N. J.
Judge, Ralph J., Horace N. Stovin & Co., Toronto, Ontario.

K

Kahle, Douglas D., KCSJ Pueblo, Colo.
Katz, Eugene, The Katz Agency Inc., N. Y.
Kaufman, Julian, KPHO-TV Phoenix.
Kaye, Sydney M., Broadcast Music Inc., N. Y.
Keachie, J., RCA, Camden, N. J.
Kean, Walter F., W. F. Kean Construction Engineers, Riverside, Ill.
Keese, Alex C., WFAA Dallas.
Keesee, Frederick L., WMBO Auburn, N. Y.
Keller, Bob, Robert S. Keller Inc., N. Y.
Kelley, F. J., WTSP St. Petersburg, Fla.
Kelley, Gaines, WFMY-TV Greensboro, N. C.
Kelly, Frank W., WBEN Buffalo.
Kendall, John, KORE Eugene, Ore.
Kenkel, F. H., A. C. Nielsen, Chicago.
Kennedy, Vann M., KSIX Corpus Christi, Tex.
Kennelly, Kay, Olian and Bronner Inc., Chicago.
Kessler, R. E., Allen B. DuMont Labs. Inc., Clifton, N. J.
Kettler, Stanton P., Storer Bcstg. Co., Miami, Fla.
Keys, Carla B. (Mrs.), WFLO Farmville, Va.
Killgore, H. Scott, Rust Industrial Co., Manchester, N. H.
Kilpatrick, Leroy E., WSAZ Huntington, W. Va.
Kimball, Rollow C., KSL-TV Salt Lake City, Utah.
King, Art, B•T.
King, Harold E., KWBW Hutchinson, Kan.
Kingsley, Agnes, Victor van der Linde Co., N. Y.
Kingsley, Ralph J., WBEN Buffalo.
Kingsley, Walt, Ziv, L. A.
Kirksey, T. W., KDUB-TV Lubbock, Tex.
Kjar, Joseph A., KSL Salt Lake City.
Kliegl, Herbert A., Kliegl Brothers, N. Y.
Knight, Frances, WORX Madison, Ind.
Knowlton, Ann B., KDON Salinas, Calif.
Kobak, Edgar, WTWA Thomson, Ga.
Koelker, Anthony J., KMA Shenandoah, Iowa.
Kolata, Carl V., WTTN Watertown, Wis.
Koteen, Bernard, Attorney, Wash., D. C.
Kotera, William J., WOW Omaha.
Kramer, Worth, WJR Detroit.
Krause, L. O., GE, Syracuse, N. Y.
Kritser, Tom, KGNC Amarillo, Tex.
Krueger, H. L., WTAG Worcester, Mass.

L

Lackey, F. Ernest, WHOP Hopkinsville, Ky.
Lamar, Chas. W., Jr., WAFB Baton Rouge, La.
LaMarque, J. W., Graybar Electric Co. Inc., N. Y.
Lane, C. Howard, KOIN Portland, Ore.
Lanford, T. B., KRMD Shreveport.
Langlois, C. E., Sr., Lang-Worth Programs Inc., N. Y.
Langlois, John D., Lang-Worth Feature Programs Inc., N. Y.
Lansing, Gerry, KGKB Tyler, Tex.
Lansing, Lucille, KGKB Tyler, Tex.
Lash, Ross A., GE, Fayetteville, N. Y.
Lasky, Philip G., KPIX San Francisco.
Laubengayer, Robert J., KSAL Salina, Kan.
Lawrence, Craig, CBS-TV, N. Y.
Lawrence, Walter L., RCA, Camden, N. J.
Layman, Mike, WSFC Somerset, Ky.
Leake James C., KTUL Tulsa.
Lee, Cornelius R., KGER L. A.
Leeson, Del, KDYL Salt Lake City.
Le Grand, Felix, KFRU Columbia, Mo.
Leitch John G., WCAU Philadelphia.
Lemon, Robert, WTTV Bloomington, Ind.
LeMoyne, Joseph, WPFB Middletown, Ohio.
Lenwell, LeRoy W., KBRL McCook, Neb.
Levi, Winfield R., B•T.
Levinson, H. A., ASCAP San Francisco.
Lewin, Richman, KTRE Lufkin, Tex.
Lewis, Richard F., Jr. WINC Winchester, Va.
Leydorf, G. F., WJR Detroit.
Lieser, F. Gilbert, KJUN Redmond, Ore.
Lindberg, Carl L., WPIK Alexandria, Va.
Lindberg, Mary V., WPIK Alexandria, Va.
Linder, H. W., KWLM Willmar, Minn.
Lindsey, William L., KYMA Yuma, Ariz.
Linger, Dean, KNXT L. A.
Lingner, Louis D., WJJM Lewisburg, Tenn.
Linxwiler, Thomas C., KWKH Shreveport.
Little, Lee, KTUC Tucson.
Livesay, J. R., WLBH Mattoon, Ill.
Lloyd, C. G., GE, Syracuse, N. Y.
Lockerd, Benj. G., KDIX Dickinson, N. D.
Lockwood, Kenneth B., KBKR Baker, Ore.
Lockwood, Kenneth B. (Mrs.), KBKR Baker, Ore.
Lodge, William, CBS-TV, N. Y.

XUM

"HOMETOWN, AMERICA"

a hit on WFBR in Baltimore!

BIG, BIG NEWS FOR FOOD ADVERTISERS!

Truly, the most outstanding radio project produced exclusively for the food industry of the nation!

DIRECT TIE-INS WITH 2765 leading Baltimore Food Stores doing 60% of Baltimore Food Business!

Yes—"Hometown, America", the same great radio project which has proved so phenomenally successful for food advertisers is now on WFBR in Baltimore!

"Hometown, America" on WFBR offers the food advertisers unheard of advantages—guarantees immediate, sustained sales increases! Puts tremendous merchandising weight behind every sponsor—sells your product—improves and freshens store positions, erects banners and shelf talkers, builds displays and distributes leaflets to grocers! Also equipped to handle in-store sampling of your product or products!

All this, plus participation in the "Hometown, America" daily hour on WFBR—and *much more*—is yours when you buy "Hometown, America"—the most terrific radio merchandising and promotion project in history!

"Hometown, America" will bring to your sales and merchandising efforts in Baltimore a big impact which cannot be duplicated! Be sure you're a part of this tremendous food sales and merchandising effort—write, wire or phone any WFBR account executive or your John Blair man—be a part of "Hometown, America" on WFBR in Baltimore!

"Hometown, America" is presented under the auspices of the Independent Retail Grocers and Meat Dealers Association of Baltimore, Inc.

Guarantee

A permanent crew of full-time sales service experts sell your products—increase distribution —handle in-store merchandising!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

XUM

Loggan, Frank H., KBND Bend, Ore.
London, H. J., National Foundation for Infantile Paralysis, N. Y.
Long, Maury, B•T.
Long, Walker, WSAZ Huntington, W. Va.
Lorentz, E. F., WASH Wash., D. C.
Louvau, Norman, KRON-TV San Francisco.
Loyet, Paul A., WHO Des Moines.
Lucy, Calvin T., WRVA Richmond, Va.
Ludy, Ben, WIBW Topeka, Kan.
Luukinen, Rudy, WIRL Peoria, Ill.
Lyon, John, KIYI Shelby, Mont.
Lyons, Don, WHIO-TV Dayton, Ohio.

M

MacFarland, F. R., American Tel. & Tel. Co., N. Y.
Mack, R. W., WIMA Lima, Ohio.
MacKinnon, Keith, All Canada Radio Facilities Ltd., Toronto.
Madsen, Arch L., KOVO Provo, Utah.
Maillet, Charles R., WFLO Farmville, Va.
Mallory, Charles F., KSJO San Jose, Calif.
Manship, Douglas L., WJBO Baton Rouge, La.
Margolin, Sam, KBIG Hollywood.
Marks, Leonard H., Cohn & Marks, Wash., D. C.
Marlin, Al, Broadcast Music Inc., N. Y.
Marshall, Glenn, Jr., WMBR-TV Jacksonville, Fla.
Martin, Dwight, General Teleradio Corp., N. Y.
Martin, Robert T., KPHO Phoenix.
Mason, Richard H., WPTF Raleigh, N. C.
Mason, Robert T., WMRN Marion, Ohio.
Mason, Robert T., Jr., WMRN Marion, Ohio.
Mason, William C., KDIX Dickinson, N. D.
Mathiot, J. E., WGAL Lancaster, Pa.
Matthews, J. R., A. C. Nielsen, San Francisco.
Mayer, Herbert, Empire Coil Co., New Rochelle, N. Y.
Mayes, Wendell, KNOW Austin, Tex.
McAndrews, Robert J., KBIG Hollywood.
McCarthy, C. L., KROY Sacramento, Calif.
McCaw, Robert S., KYAK Yakima, Wash.
McClanathan, Geo. L., KPHO Phoenix, Ariz.
McClatchy, Eleanor, KFBK Sacramento, Calif.
McCleary, A. R., KWCJ Natchitoches, La.
McClung, Hugh (Mrs.), KYOS Merced, Calif.
McCollough, Clair R., WGAL Lancaster, Pa.
McConnell, Thane E., Collins Radio Co., Cedar Rapids, Iowa.
McCormick, Glenn, KORE Eugene, Ore.
McCraken, R. S., KFBC Cheyenne, Wyo.
McDowell, Lawrence W., KFOX Long Beach, Calif.
McEniry, John J., KFEL Denver.
McFadden, Thomas B., NBC, N. Y.
McGrath, William B., WHDH Boston.
McGrew, Jack, KPRC Houston.
McIntosh, Robert J., WJPS Evansville, Ind.
McIntyre, Frank C., KLIX Twin Falls, Idaho.
McKellar, E. J., KVOX Moorhead, Minn.
McKenna, James A., McKenna & Wilkinson, Wash., D. C.
McKenna, John R., Philco Corp., Wash., D. C.
McLean, James D., Philco Corp., Philadelphia.
McMahan, R. O., KMAK Fresno, Calif.
McNally, William J., WCCO Minneapolis, Minn.
McRaney, Bob, WCBI Columbus, Miss.
Meeker, Robert D., Robert Meeker Associates, Inc., N. Y.
Megargee, Frank (Mrs.), WGBI Scranton, Pa.
Meredith, E. T., WHEN Syracuse, N. Y.
Merino, John C., KFSD San Diego.
Metz, Gerry, Lehigh Construction Co., Allentown, Pa.
Metzger, Thomas W., WMRF Lewistown, Pa.
Meyers, Howard B., O. L. Taylor Co., Chicago.
Meyerson, J. I., KOB Albuquerque.
Miller, Clifford R., KOY Phoenix.
Miller, Neville, Miller and Schroeder, Wash., D. C.
Mills, Edwin Claude, KFI L. A.
Mindel, Morris, KGST Fresno, Calif.
Mitchell, Bert, KPRC-TV Houston.
Mitchell, L. S., WDAE Tampa, Fla.
Mitchell, Maurice B., Associated Program Service, N. Y.
Mnich, William R., WJEH Gallipolis, Ohio.
Moffett, Roy, NBC, N. Y.
Moore, Ken, Foote, Cone & Belding Inc., L. A.
Moore, Laurens, WPAL Charleston, S. C.
Moore, Richard A., KTTV L. A.
Morency, Paul W., WTIC Hartford, Conn.
Morison, William L., BAB, N. Y.
Moroney, James M., Sr., WFAA Dallas.
Morris, David H., KNUZ Houston.
Morris, H. S., Altec Lansing Corp., N. Y.
Morrisey, J., Allen B. DuMont Labs. Inc., N. Y.
Mosby, A. J., KGVO Missoula, Mont.
Moseley, T., Allen B. DuMont Labs. Inc., Clifton, N. J.
Moskovics, George L. KNXT L. A.
Moudy, Dale, KOWH Omaha.
Muchmore, Allan W., WBBZ Ponca City, Okla.
Murchinson, Hugh R., KPOL L. A.
Murphy, Dorothy S., WKRC-TV Cincinnati.
Murphy, John T., WLW-TV Cincinnati.
Murray, W. L., KBTV Denver.
Myers, Frank O., KCMC Texarkana, Tex.
Myers, Hobby H., KFMB San Diego.
Myers, R., Allen B. DuMont Labs. Inc., Clifton, N. J.
Myers, W. F., SESAC, N. Y.

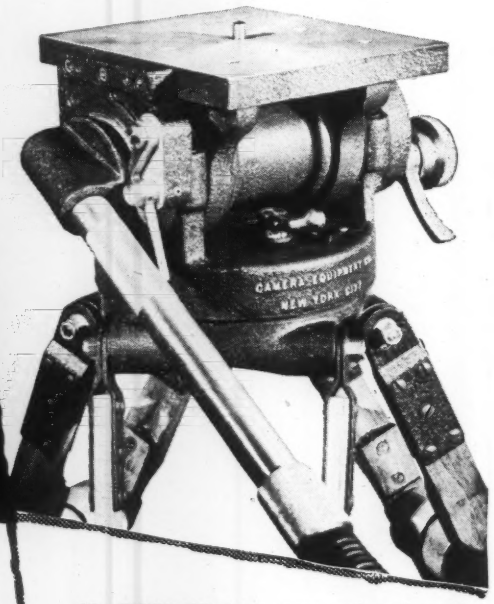
N

Nace, Harry L., Jr., KTYL Phoenix.
Nasman, Leonard E., WFMJ Youngstown, Ohio.
Neely, Hal G., Allied Record Manufacturing Co., N. Y.
Nehls, W. B., The Pacific Tele. & Tele. Co., L. A.
Nelson, Louis J., Geoffrey Wade Advertising, Chicago.
Nelson, Ted M., WPTV Huntington, W. Va.
Nesbitt, H. Philip, Standard Electronics Corp., Newark, N. J.
Newmann, R. J., RCA, Camden, N. J.
Nickles, Robert W., KFAL Fulton, Mo.
Nielsen, A. C., Sr., A. C. Nielsen, Chicago.
Nimmons, Ralph W., WFAA-TV Dallas.
Nistal, Gerard E., Philco Corp., Philadelphia.
Norman, Donald A., KNBH L. A.
Novik, Morris, S., N. Y.
Noyes, Norman E., The Branham Co., L. A.
Nunn, Gilmore N., The Nunn Stations, Lexington, Ky.
Nybo, Ken, KBMY Billings, Mont.

O

O'Fallon, Gene, KFEL and KFEL-TV Denver.
O'Fallon, Gene, Jr., Denver.
O'Fallon, Martin J., KFEL and KFEL-TV Denver.
O'Hara, J. M., WMAN Mansfield, Ohio.
Ohrt, Herbert R., KGLO Mason City, Iowa.
Olson, R. W., KWOA Worthington, Minn.
Ormsby, Burke W., KTNT-TV Tacoma, Wash
Osbon, John, B•T.
Ostby, Norman J., KHJ Hollywood.
Outler, John M., WSB Atlanta.
Owen, Robert H., KOA Denver.
Owings, Dorsey, Broadcast Music Inc., N. Y.

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . .
It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

P

Pabst, William D., KFRC San Francisco.
Packard, Gar C., Paul H. Raymer Co., Chicago.
Page, Allan, KSWO Lawton, Ohio.
Paige, Jack S., KALL Salt Lake City.
Paine, William O., KGU Honolulu.
Palmer, Fred A., The Fred A. Palmer Co., Worthington, Ohio.
Paltridge, J. G., KROW Oakland, Calif.
Pangborn, Herbert, KNXT L. A.
Paris, Herman, WWDC Wash., D. C.
Paschall, Benton, WNOE New Orleans.
Patt, John F., WGAR Cleveland.
Pattee, Lin, Broadcast Music Inc., N. Y.
Patton, William A., KLFY Lafayette, La.
Paxton, E. J., Jr., WKYB Paducah, Ky.
Peacock, Frank, KSVC Richfield, Utah.
Peard, Leslie H., WBAL-TV Baltimore.
Peck, Harry D., WISN Milwaukee.
Pegler, Jack A., Television Zoomar Corp., N. Y.
Pengra, Marshall H., KGKB Tyler, Tex.
Peterson, C. B., The Branham Co., Chicago.
Peterson, Edwin R., Keystone Bcstg. System Inc., Chicago.
Petry, Edward, Edward Petry & Co., Inc., N. Y.
Phelan, Jack D., Collins Radio Co., Burbank, Calif.
Phelps, Wayne, KALG Alamogordo, N. Mex.
Phillips, Harper M., KVOA-TV Tucson.
Piano, Vincent C., Robert Meeker Associates Inc., N. Y.
Pierce, Max E., KSOO Sioux Falls, S. D.
Pingree, Howard W., KMUR Murray, Utah.
Pink, Jack L., KONO San Antonio.
Pixley, L. A., WLOK Lima, Ohio.
Planchard, Charles, KWCJ Natchitoches, La.
Plotkin, Harry M., Arnold, Fortas & Porter, Wash., D. C.
Pontius, Don, Robert Meeker Associates Inc., San Francisco.
Poole, John H., KBIG Los Angeles, Calif.
Poor, John B., General Teleradio Inc., N. Y.
Porter, J. C., KSWS Roswell, N. M.
Porter, Paul A., Arnold, Fortas & Porter, Wash., D. C.
Potter, Hugh, Niagara Television, Hamilton, Ontario.
Potter, Hugh O., WOMI Owensboro, Ky.
Pounds, D., Allen B. DuMont Labs. Inc., Clifton, N. J.
Pourciau, L. L., General Precision Laboratory Inc., Pleasantville, N. Y.
Powell, Betty, Geyer Advertising Inc., N. Y.
Powers, Edwin H., American National Red Cross, Wash., D. C.
Pratt, D., RCA Camden, N. J.
Pratt, Robert L., KGGF Coffeyville, Kans.
Pratt, Stanley R., WSOO Sault Ste. Marie, Mich.
Prejean, Louis S., WAFB Baton Rouge, La.
Prendergast, Frank J., WGBF Evansville, Ind.
Price, Charles, KMLB Monroe, La.
Provost, D. L., WBAL-TV Baltimore.
Purcell, Robert M., KTTV L. A.
Putnam, Roger L., WWLP Springfield, Mass.
Pyle, W. D., KVOD Denver.

Q

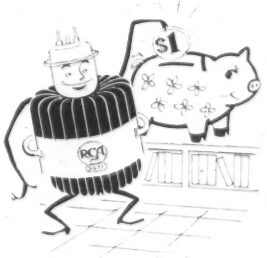
Quaal, Ward L., Crosley Bcstg. Corp., WLW Cincinnati.
Quarton, William B., WMT Cedar Rapids, Iowa.

R

Rabell, Dorothy, KSON San Diego.
Rabell, Fred, KSON San Diego.
Radford, L., Jr., Allen B. DuMont Labs. Inc., Clifton N. J.
Rainwater, Harold, KCOK-TV Tulare, Calif.
Raney, Wilson, WREC Memphis, Tenn.
Rawls, Richard B., KPHO Phoenix.
Raymer, Paul H., Paul H. Raymer Co., Inc., N. Y.
Read, Louis, WDSU New Orleans.
Reed, O. W. B., Jansky & Bailey, Wash., D. C.
Reeser, Gregory, RCA N. Y.
Reilly, William, RCA N. Y.
Reinsch, J. Leonard, WSB Atlanta.
Reiter, Hy, Broadcast Music Inc., N. Y.
Rembert, Clyde W., KRLD Dallas.
Resnick, Leo, Attorney, Wash., D. C.
Reynolds, Donald W., KFSA Fort Smith, Ark.
Rhodes, Ray, Paul H. Raymer Co., San Francisco.
Richards, Wayne F., KSL-TV Salt Lake City.
Ridder, R. B., WCCO Minneapolis.
Rine, William E., Storer Bcstg. Co., Wheeling, W. Va.
Rinehart, J. Alan, KCOK Tulare, Calif.
Ring, A. D., A. D. Ring & Assoc., Wash., D. C.
Roberson, Howard, KLYN Amarillo, Tex.

RCA-5671. High-power triode for 50-kw AM transmitters.

The tube that ...puts money in the bank



When it comes to saving money on tube power cost, the RCA-5671 is a real penny pincher. In fact, if you are still using old-style tubes in the modulator and power amplifier circuits of your 50-kw AM transmitter it will pay you to convert to the RCA-5671.

Stations* that have made the conversion are consistently saving over $100 per month on filament power alone . . . enough to more than pay for the cost of conversion in one year. And these savings continue to mount up because of the long life of the 5671. Reports from stations that have changed to these tubes four to six years ago, show tube life figures of from 35000 to 45000 hours of service . . . another big saving in actual tube cost per hour of operation.

For economy, performance, and dependability the RCA-5671 is unmatched in the broadcast tube field. Check into the possibility of converting your 50-kw AM transmitter now, and take advantage of the extra bonus these tubes offer.

*Station names on request.

For quick delivery on RCA Broadcast tubes, call your local RCA Tube Distributor.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Robertson, E. L., KWSO Wasco, Calif.
Robertson, Miller C., KEPO El Paso.
Robinson, King H., KATL Houston.
Roe, J., RCA, Camden, N. J.
Rogers, Lawrence H., WSAZ Huntington, W. Va.
Rogers, N. L., Ziv, L. A.
Rogers, T. E., Philco Corp., Dallas.
Rogers, W. D., KDUB-TV Lubbock, Tex.
Rohrer, Joe, KRDO Colorado Springs, Colo.
Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Wash., D. C.
Rooney, L. A., Raytheon Mfg. Co., Waltham, Mass.
Roscoe, W. S., Blaw-Knox Equipment Division, Pittsburgh.
Rosenhaus, Irving R., WATV and WAAT Newark, N. J.
Roslow, Sydney, Dr., The Pulse Inc., N. Y.
Rosner, Bennett S., RCA, N. Y.
Ross, Byrne, KLPR Oklahoma City.
Ross, Ralph, KSVC Richfield, Utah.
Roth, Eugene J., KONO San Antonio.
Rowell, Russell, Spearman & Roberson, Wash., D. C.
Runnerstrom, R. O., WLOK Lima, Ohio.
Rush, Herman, Official Films Inc., N. Y.
Russell, Frank M., NBC, Wash., D. C.
Russell, James D., KVOR Colorado Springs, Colo.
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Wash., D. C.
Rust, W. F., Jr., Rust Industrial Co. Inc., Manchester, N. H.
Rutledge, John T., WVJS Owensboro, Ky.
Ruwitch, Lee, WTVJ Miami, Fla.
Ryan, Edward A., KSIW Woodward, Okla.
Ryan Lenora Woods, KSIW Woodward, Okla.
Ryan, William B., BAB, N. Y.

S

Saddler, Owen L., KMTV Omaha.
Salik, Charles E., KCBQ San Diego.
Sambrook, A. B., RCA, N. Y.
Sampson, Richard T., KXO El Centro, Calif.
Sanders, Ernest C., WOC Davenport, Iowa.
Sanders, Wayne, KCNA Tucson.
Sanford, William, KMJ Fresno, Calif.
Sawyer, Roger, KGLO Mason City, Iowa.
Saxe, Edward G., KGON Oregon City, Ore.
Scanlon, Gertrude, Batten, Barton, Durstine & Osborn, Inc., N. Y.
Schellenberg, Howard J., Jr., Haley, Doty & Schellenberg, Wash., D. C.
Schilling, John T., WHB Kansas City, Mo.
Schmidt, Robert E., KAYS Hays, Kan.
Schroeder, Frank C., Jr., WDZ Decatur, Ill.
Schroeder, Ray J., KMTV Omaha.
Schubarth, Herbert, KRDO-TV Colorado Springs, Colo.
Searle, Don, KOA Denver.
Seavey, Hollis M., Clear Channel Bestg. Service, Wash., D. C.
See, Harold P., KRON-TV San Francisco.
Sellner, Leonard, Graybar Electric Co., Inc., Minneapolis.
Selph, Colin M., KEYT Santa Barbara, Calif.
Selvin, Ben, RCA, N. Y.
Sepaugh L. M., WSLI Jackson, Miss.
Shafto, G. Richard, WIS Columbia, S. C.
Shahan, I. E., KVOC Casper, Wyo.
Shanks, Willis, KKTV Colorado Springs, Colo.
Shapiro, M. H., Broadcast Music Inc., N. Y.
Share, Betty, Batten, Barton, Durstine & Osborn, Inc., San Francisco.
Sharp, Thomas E., KFSD San Diego.
Shaw, William H., B•T.

THE BRANHAM COMPANY

representing

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFWB	Los Angeles, Calif.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WHYN	Springfield-Holyoke, Mass.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
WHYN-TV	Springfield-Holyoke, Mass.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KFDA-TV	Amarillo, Tex.
KRLD-TV	Dallas, Tex.
KMO-TV	Tacoma, Wash.
KIT-TV	Yakima, Wash.

offices

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

—Mr. G. J. Werner, Traffic Manager, Motorola, Inc., on screen of new Model 21T4.

"Our program never goes off the air!"

"Tens of thousands of component parts . . . thousands of suppliers all over the country . . . a daily 'hot sheet' of critical items needed within 24 hours or less . . . that's just a glimpse of our traffic picture at Motorola!

"Yet our production lines never stop for lack of available parts – because our production program never goes 'off the air.' We use Air Express! With our tremendous, and steadily growing overall shipping volume, there is daily need for this top-speed, *reliable* service.

"Many times a day, we specify Air Express – and exacting production schedules are met. Show models, advertising matter, itinerant displays and penalty contract shipments are always subject to deadlines—and Air Express gets them there on time.

"Shipping costs are secondary on such shipments. Yet we find that Air Express costs compare favorably with other air services. In many weights and distances, its rates are lowest of all!

"Day in, day out, Air Express is an integral and important cog in Motorola's overall operation."

Whenever you ship by air, it pays to say—Air Express! Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

via U. S. Scheduled Airlines

Shay, Jack, WTVJ Miami, Fla.
Sheehy, Thomas, Lehigh Structural Steel Co., N. Y.
Sheftal, John P., WJZM Clarksville, Tenn.
Shelton, Aaron, WSM-TV Nashville, Tenn.
Shelvin, Charles, Century Lighting Inc., N. Y.
Shepard, H. W., NBC, N. Y.
Shepard, Ralph, KWOA Worthington, Minn.
Sholis, Victor A., WHAS Louisville, Ky.
Shupert, George T., United Artists TV Corp., N. Y.
Silver, Martin, Federal Telecommunications, Lodi, N. J.
Silvernail, Frank, Batten, Barton, Durstine & Osborn, Inc., N. Y.
Simonds, Lincoln P., Weed and Co., Hollywood.
Sinclair, Jack, KNXT L. A.
Sinnett, Robert J., WHBF Rock Island, Ill.
Slavick, H. W., WMC Memphis, Tenn.
Slusser, J. A., KOA Denver.
Smiley, David E., WDAE, Tampa, Fla.
Smith, Earl H., WLCS Baton Rouge, La.
Smith, Harry R., Standard Electronics Corp., Newark, N. J.
Smith, J. Porter, WGRC Louisville, Ky.
Smith, Lester M., Blackburn-Hamilton Co., San Francisco.
Smith, T. A., RCA, Camden, N. J.
Smith, Wyndall, WVJS Owensboro, Ky.
Smucker, Ray C., KYVM Yuma, Ariz.
Snader, Louis D., Snader Releases Inc., Beverly Hills, Calif.
Snider, Robert E., KTUL Tulsa
Snyder, Fritz, CBS, N. Y.
Snyder, Glenn, WLS Chicago.
Soble, Kenneth D., Hamilton, Ontario.
Sommer, Emitt, Sr., Philco, Philadelphia.
Soule, O. P., KSEI Pocatello, Idaho.
Sour, Robert, Broadcast Music Inc., N. Y.
Sowell, F. C., WLAC Nashville.
Sparnon, Ken, Broadcast Music Inc., N. Y.
Spence, Harry R., KXRO Aberdeen, Wash.
Spheeris, Andrew M., WEMP Milwaukee.
Spicer, C., Allen B. DuMont Labs. Inc., Clifton, N. J.
Spokes, A. E., WJOY Burlington, Vermont.
Spurgeon, Chester C., National Blood Program, Wash., D. C.
Staley, Don, Weed & Co., San Francisco.
Staley, Max F., KIJV Huron, S. D.
Stalnaker, Howard, WHEN Des Moines.
Stanbery, John F., Collins Radio Co., Knoxville, Tenn.
Stapp, Jack, WSM Nashville.
Steele, V. J., WVJS Owensboro, Ky.
Stein, Milton, Philco, Philadelphia.
Stenson, Helen, Foote, Cone & Belding, S. F.
Stern, Edgar B., Jr., WDSU New Orleans.
Stewart, D., Allen B. DuMont Labs. Inc., Clifton, N. J.
Stewart, Elliott A., WIBX Utica, N. Y.
Stewart, W. E., RCA, Camden, N. J.
Stoddard, R. L., KATO Reno, Nev.
Storer, George B., Storer Bcstg. Co., Birmingham, Mich.
Storer, George B., Jr., KEYL San Antonio.
Storz, Todd, KOWH Omaha.
Storz, Todd (Mrs.), KOWH Omaha.
Stowman, Kenneth W., WFIL Philadelphia.
Strouse, Ben, WWDC Washington, D. C.
Stubblefield, Wm. T., Blackburn-Hamilton Co., Wash., D. C.
Sullivan, Donald D., WNAX and KVTV Sioux City, Iowa.
Suter, Bud, KGLO Mason City, Iowa.
Sweeney, Kevin B., BAB, N. Y.
Swezey, Robert D., WDSU New Orleans.
Swisher, Arden E., KMTV Omaha.

T

Taft, David G., WKRC Cincinnati.
Taft, Hulbert, Jr., WKRC-TV Cincinnati.
Taishoff, Sol, B•T.
Tarvin, Lucy I., Lt. (JG), National Blood Program, Wash., D. C.
Taylor, H. E., Jr., Allen B. DuMont Labs. Inc., Clifton, N. J.
Taylor, J. Glen, MBS, N. Y.
Taylor, J. P., RCA, Camden, N. J.
Taylor, O. L., O. L. Taylor Co., N. Y.
Terry, Hugh B., KLZ Denver.
Tessman, Abbott, KEXO, Grand Juction, Colo.
Tharpe, J. B., Allen B. DuMont Labs. Inc., Clifton, N. J.
Thiriot, Richard V., KSL-TV Salt Lake City.
Thomas, George H., KVOL Lafayette, La.
Thomas, Marjorie, B•T.
Thompson, Don, KOTV Tulsa.
Thompson, Gordon, KFYO Lubbock, Tex.
Thompson, Roy F., WRTA Altoona, Pa.
Thoms, Edward G., WKJG Ft. Wayne, Ind.
Thornburgh, Donald W., WCAU Philadelphia.
Tidemann, Warner C., WJBC Bloomington, Ill.
Timlin, J. F., The Branham Co., N. Y.
Tincher, Robert R., WNAX and KVTV Sioux City, Iowa
Tindal, Alan C., WWLP Springfield, Mass.
Tingley, R., Allen B. DuMont Labs. Inc., Clifton, N. J.
Tisdale, James M., WVCH Chester, Pa.
Toedtemeier, Harold, KIDO Boise, Idaho.
Tolboe, Clifton A., KOVO Provo, Utah.
Tompkins, M. E., Broadcast Music Inc., N. Y.
Torbet, Alan L., KSFO San Francisco.
Torge, George R., WBEN Buffalo.
Torrey, William H., KGNC Amarillo, Tex.
Towlson, H. G., GE, Syracuse, N. Y.
Towne, Alfred E., KSFO San Francisco.
Towner, Orrin W., WHAS Louisville, Ky.
Trace, Gene, WBBW Youngstown, Ohio.
Tracy, E. C., RCA, Camden, N. J.
Trainer, M. A., RCA, Camden, N. J.
Traub, E. H., Philco Corp., Philadelphia.
Trimble, H. E., RCA, Camden, N. J.
Troman, Robert A., Blawknox Co., Pittsburgh.
Trommlitz, L. W., KERG Eugene, Ore.
Trouant, V. E., RCA, Camden, N. J.
Truhan, John, Altru Engineering, Salem, Ore.
Tucker, Durward J., WRR Dallas.
Turpin, George R., KEYY Provo, Utah.

U

Underwood, John C., Jr., KVOA Tucson.

V

Vadeboncoeur, E. R., WSYR Syracuse, N. Y.
Vance, H. C., RCA, Harrison, N. J.

KBTV
CHANNEL 9 DENVER

BEAMING BETTER PROGRAMS
FROM ATOP LOOKOUT MOUNTAIN

KBTV-DENVER LOCAL PROGRAMS PAY OFF!

Source: PULSE, March, 1953

Station	Program	Times	Pulse	Rating Among Top 10 Multi-Weekly Shows
KBTV Station "B"	Captain Ozie Waters Network Program	4:30-5:30 p.m. M-F	25.2 8.2	#1 —
KBTV Station "B"	Bill Michelsen News Local Program	10:00 p.m. M-F	22.6 19.6	#2 —
KBTV Station "B"	Vince Monforte Weather Local & Net Shows	10:15 p.m. M-F	19.5 17.3	#6 —
KBTV Station "B"	Local News Network News	5:45 p.m. M-F	17.1 15.5	#8 —
KBTV Station "B"	Superman Local Program	6:00 p.m. Weds.	32.5 11.5	

ALL THIS IN ADDITION TO THESE TOP NETWORK SHOWS...

I LOVE LUCY (CBS)	53.5	STUDIO ONE (CBS)	45.1	LONE RANGER (ABC)	37.8
RED BUTTONS (CBS)	48.5	BURNS & ALLEN (CBS)	38.0	STRIKE IT RICH (CBS)	37.0

Still More: Between 6-12 p.m. Monday thru Fridays, KBTV DOMINATES its share of audience, 54% to Station "B's" 46%!

JOE HEROLD, Manager
JERRY LEE, Commercial Manager
• ABC • CBS Affiliate •
Studios and Offices:
1089 BANNOCK • DENVER • TAbor 6386

KBTV
CHANNEL 9 DENVER
Contact your nearest Free & Peters Representative

Are the Hartford, Oklahoma City, Fort Worth, Omaha and Syracuse Markets Important to You?

Of course they are! You hit these cities hard in every advertising campaign. But, did you know more Negroes reside in metropolitan St. Louis than the total population in any one of those cities? You can't overlook the value of the St. Louis Negro market to your product!

And, to enhance that value, to impress the rich Negro St. Louis segment in the most effective, most economical manner, schedule spots or time segments on Radio Station KSTL's Dave Dixon show. Dave's not just another d.j. His recommendations, his product endorsements are accepted as law by his countless listeners. For complete details, contact your nearest Forjoe office or

KSTL

ST. LOUIS

1000 watts (d) 690 kc

William Ware, *President*

IN THE
Upper Midwest...

. . . whether you sell
kickshaws to kids,
winkies to women,
or mix to men,
you'll reach more
of 'em more often,
more economically
with a KTSProduced
television show!

KSTP-TV
NBC
REPRESENTED BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

Vanda, Charles, WCAU Philadelphia.
Van Konynenburg, F., WCCO Minneapolis.
Van Volkenburg, J. L., CBS, N. Y.
Varnum, W., RCA, Camden, N. J.
Venard, Lloyd George, O. L. Taylor Co. N. Y.
Vickers, Marjorie R., Mrs., Port Arthur, Tex.
Volger, George J., KWPC, Muscatine, Iowa
Voorhees L., Allen B. DuMont Labs. Inc., Clifton, N. J.

W

Wagstaff, Walter E., KIDO Boise, Idaho.
Wailes, Lee B., Storer Bcstg. Co. Birmingham, Mich.
Walker, James P., KFPW Fort Smith, Ark.
Walker, William L., NARTB
Wall, Charles A. Associated Music Publishers, N. Y.
Wallace, Forrest, KPOL Los Angeles.
Wallace, M. G., American Tel. & Tel. Co. N. Y.
Walter, John M., WJPG Green Bay, Wis.
Ward, G. Pearson, KTTS Springfield, Mo.
Ward, Winston O., KIMP, Mt. Pleasant, Texas.
Wardell, J. Gordon, KGBX Springfield, Mo.
Ware, Les, KXLW St. Louis.
Ware, William E., KSTL St. Louis.
Warren, Charles C., WCMI Ashland, Ky.
Warren, W. W., KOMO Seattle.
Watkins, Fred, Jr., KWKH Shreveport.
Watts, Duane L., KHAS Hastings, Neb.
Waugh, Irving C., WSM Nashville.
Wayland, Charles V., Fisher, Wayland, Duvall, Southmayd, Wash., D. C.
Wearn, Wilson C., WMRC Greenville, S. C.
Weber, W. W., KGBX Springfield, Mo.
Weed, C. C., Weed & Co., Chicago.
Weed, Joseph J., Weed & Co., N. Y.
Wehrmann, H. F., WTPS New Orleans.
Weintz, Jacob F., Tide, N. Y.
Weis, Pierre, World Bcstg. System, N. Y.
Weissman, E., KBKR Baker, Ore.
Welch, Miller A., WLAP Lexington, Ky.
Wells, Keith G., KGBX Springfield, Mo.
Welpott, R. W., WGY Schenectady, N. Y.
Wentworth, Ralph, Broadcast Music Inc., N. Y.
Westlund, Arthur, KRE Berkeley, Calif.
Weygandt, J. A., WTOL Toledo, Ohio.
Wheeler, Edwin K., WWJ Detroit.
Wheeler, Leavenworth, KYUM Yuma, Ariz.
Whiting, Lee L., KEYD Minneapolis.
Whitley, William, KNXT Los Angeles.
Wilkins, J. P., KFBB Great Falls, Mont.
Wilkinson, Vernon L., McKenna & Wilkinson, Wash., D. C.
Williams, C. Earl, KFNF Shenandoah, Iowa.
Williams, J. P., Transcription Sales Inc., Springfield, Ohio.
Williams, John G., Standard Rate & Date Service Inc., Evanston, Ill.
Williams, John R., KOY Phoenix.
Williams, Marshall A., Philco Corp., Beverly Hills, Calif.
Williams, R. B., KVOA-TV Tucson.
Williamson, W. P., Jr., WKBN Youngstown, Ohio.
Willis, J. E., WLAP Lexington, Ky.
Wilson, David, KALB Alexandria, La.
Winnie, Russell G., WTMS-TV Milwaukee.
Wolf, L. J., RCA, Camden, N. J.
Wolf, Sidney J., Keystone Bcstg. System Inc., Chicago.
Wolfson, Louis, WTVJ Miami, Fla.
Wolfson, Mitchell, WTVJ Miami, Fla.
Wood, Bob, CBS, N. Y.
Woodland, Cecil, WQAN Scranton, Pa.
Woods, James S., WMRF Lewistown, Pa.
Woods, W. W., WHO Des Moines.
Woody, Frank D., KFRE Fresno, Calif.
Wooten, Hoyt B., WREC Memphis, Tenn.
Worley, David R., KLEA Lovington, N. M.
Worsham, S. R., KBTV Denver.
Wray, Leon, Ziv, Los Angeles.
Wright, Omer N., KDON Salinas, Calif.
Wyler, Karl O., KTSM El Paso.
Wyse, Bess Marsh, KWBW Hutchinson, Kan.

Y

Young, J. E., RCA, Camden, N. J.
Younts, Jack S., WEEB Southern Pines, N. C.

Z

Zillger, William H., Standard Electronics Corp., Newark, N. J.
Zipper, Harry W., KNXT Los Angeles.

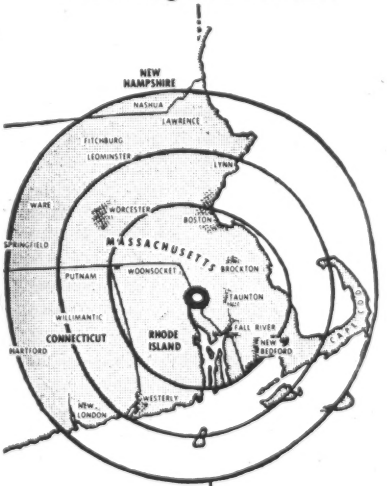
COMING SOON

NEW
POWER
200 kw

NEW
COVERAGE
709,648 Sets

NEW
CHANNEL
To 10 from 11

Authorized changes will be made this spring, pinpointing your persistent salesman in the prosperous Southern New England Market.



WJAR-TV
CHANNEL 11
PROVIDENCE

Represented Nationally by
WEED TELEVISION

Top Rated Network and Local Daytime and Evening Shows

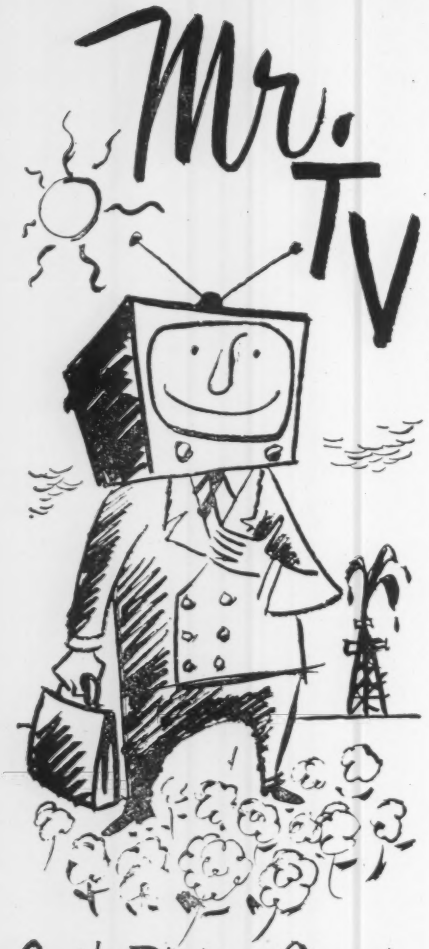
WKRC-TV
Channel 12

CINCINNATI'S BEST BUY

Radio Cincinnati Now Owns and Operates
WTVN, COLUMBUS, OHIO

Kenneth W. Church
Vice President and National Sales Manager
Radio Cincinnati, Ohio

CBS Television Network — Represented by The Katz Agency



South-Plains Specie

He is as natural on the South Plains as jackrabbits and oil wells. His audience has grown in Texas-style leaps and bounds.

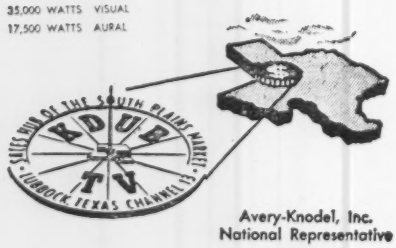
Here is an entertainment hungry market with the third largest per capita income in the nation!

Naturally TV caught on quick. Advertisers caught on quick and KDUB-TV, FIRST IN WEST TEXAS, has your South Plains market.

signed, sealed and channeled.

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

PROGRAMS & PROMOTIONS

KQV AND A&P SIGN

KQV Pittsburgh and the A&P grocery chain have signed for a "merCHAINdising" plan similar to those benefiting retailers and stations in other metropolitan areas. In return for purchasing spot announcements or programming over a 13 week period, food advertisers will receive end displays in 130 A&P super markets and regular stores in the KQV service area.

OUTDOOR ADVERTISING

NEW addition to the expanding New Orleans skyline is the WDSU New Orleans neon billboard, reported to be the longest in the city. The sign is at an intersection of three of the city's busiest streets. Every 30 days the sign is changed to promote a different show heard on WDSU.

EXPANSION CONTROVERSY

WABB MOBILE acknowledged wide public interest in a proposed governmental expansion of an ammunition depot just south of Mobile, when it aired complete proceedings of a protest meeting between interested citizens and a team of 25 transportation, ordinance and logistic experts who accompanied Special Assistant to the Secretary of the Army T. A. Young to Mobile for the hearing. Previously, when the story broke and protests began to mount, WABB broadcast a discussion of the position of citizens opposing the move, and announced that it would offer similar time to Mr. Young to present the views of the Defense Dept. The record of the proceedings will be used at a meeting of the Senate and House Armed Services Committees as part of the testimony which will be considered in determining disposition of the controversy.

HOW'S YOUR OIL SUPPLY?

AMERCIAN Petroleum Institute, N. Y., has issued a free booklet titled "Is There Oil Under Your Land?" which may be obtained by writing to the Institute at 50 W. 50th St. Trade publication advertising is being used to point up the distribution of this booklet. Copy stresses that "you and your family will eventually gain, too, for these new oil discoveries promise to make a sizable contribution to U. S. supplies."

BURNING THE MIDNIGHT OIL

"WHO SAID the dead of night?" questions a colorful brochure issued by WBZ Boston. The station received over 13,000 requests for a picture of "Jerry and Sky," all-night disc jockeys. The offer was made after midnight, every hour for a month.

PROGRAM PRESENTATION FORMS

NEW type radio program presentation forms, illustrated and in color, have been put in use by John Blair & Co., national representative. The new forms, which are designed for use by the representative salesmen to provide agencies with quick, accurate, factual data on local programs, employ different illustrations and headlines covering six different program types. It is estimated that the complete series of program presentations will cover approximately 225 individual programs on the Blair stations.

SALES' STIMULANT

A FIFTH of what appears to be Hiram Walker, but is really "Ol' Wo-Wo Red-Eye" was sent to 150 time buyers and agencies by WOWO Fort Wayne, Ind. The label on the imitation bottle reads, "Distilled especially for sales-starved advertisers. Use consistently for top market coverage." Directions on the bottle are as follows: "To expand market and increase sales, saturate with ol' WO-WO. Take straight for extra potency." Attached to ol' Wo-Wo are several mixers on which is written, "WOWO stimulates sales."

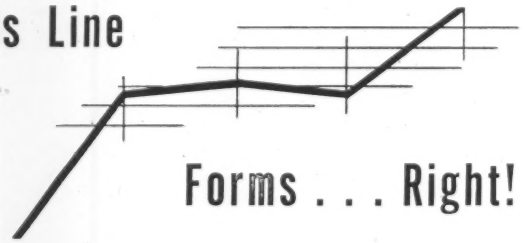
RADIO-TV SUPPORT DRIVE

RADIO and television stations in the New York metropolitan area are helping to promote the 1953 campaign of The Greater New York Fund by use of radio and TV spots, transcriptions and films. The radio-TV drive is pointing up the work of the fund in helping to support a network of 423 hospitals and health and welfare services in the New York area.

BOOKLET ON EDUCATIONAL TV

AN ANALYSIS of the estimated equipment and operating costs for typical educational TV stations has been prepared in booklet form by RCA Victor. The booklet is specifically designed for educators and others interested in construction and operation of educational TV stations. In addition to cost estimates, a complete station layout and a sample floor plan for a typical small TV station are presented in the booklet.

This Line



Forms . . . Right!

Judge Advertising Agency Magazine's circulation line any way you like. In *every* way, you'll like its ability to reach agency executives whose time-buying decisions affect you!

It's the highest—more agency men pay to read Advertising Agency Magazine than any other advertising publication.

It's growing fastest—with the biggest four-year gain among agency men of any magazine in the field.

Advertising Agency Magazine is the only publication edited exclusively for your best prospects in agencies. Why not tell them your story in their own business paper?

Advertising Agency Magazine

48 West 38th St.
New York 18, N. Y.

WNAC-TV

BOSTON

Channel 7

NOW

220,000

WATTS

Ask the Man from

H-R REPRESENTATIVES, INC.

THE YANKEE NETWORK

DIVISION OF GENERAL TELERADIO, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

WHEN TELEVISION

gives complete coverage

BECAUSE

ITS POWER IS NOW A FULL 190,000 WATTS

REACHES 26 COUNTIES IN THE HEART OF NEW YORK STATE WITH A POPULATION OF OVER TWO MILLION!

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

PEOPLE

Advertisers

James E. McGovern, director of news and special events at WDGY Minneapolis and WISN Milwaukee, appointed advertising and promotion division manager of The Zeo-Ran Corp. (domestic water softeners).

Helen Abrams named advertising manager of The Bon Marche, Seattle affiliate of Allied Stores.

Kenneth E. Gordon named director of public relations, advertising and sales co-ordination of The Borden Co. Ltd., Toronto, succeeding **John W. Lawrence** who retired from post, and will remain with company in advisory capacity.

Bill Hoard, manager of Wenatchee, Wash., office of Wash. State Fruit Commission, advanced to promotion manager of same.

S. Victor Freston named advertising and public relations director, Woodside Park, Phila.

Joseph Brown, advertising director of Sun Ray Drug Co., received Retailer-of-the-Year award at 10th anniversary dinner of Brand Names Federation, N. Y.

Edmund A. Mirassou, co-owner, Mirassou Vineyards, San Jose, Calif., elected chairman of Wine Advisory Board, S. F. He succeeds **S. W. Harkleroad,** general manager, Del Rey Cooperative Winery Assn., Fresno, resigned.

Agencies

James Thomas Chirurg, Leo J. Hardiman, Howard G. Sawyer, George A. Frye, J. Norman McKenzie, Wallace L. Shepardson and **Robert D. Stuart** re-elected president, treasurer, vice president in charge of plans and marketing, vice president and sales development manager, vice president in charge of merchandising, vice president and general manager of Boston and vice president and general manager of N. Y., respectively, of James Thomas Chirurg Co., N. Y. and Boston.

Frederick Goldman, David Kaigler Jr. and **David Miller** named vice presidents in charge of merchandising, radio-TV and art, respectively, of Adrian Bauer Adv., Phila.

Norman F. Best, vice president and executive of Carnation Co. Evaporated Milk Div. account, Erwin, Wasey & Co., L. A., named account supervisor. **William W. Kennedy,** agency account executive, named head of all print and promotion activities for account. **Martyn L. Agens,** sales-advertising manager, Tuxedo Candy Co., L. A., to agency as account executive.

Roger Gross, KWJJ Portland, Ore., and **Dave Strauss,** KGON Oregon City, open **Gross & Strauss Adv.** at 516 E. Morrison St., Portland.

Louis Benito elected vice president of Griffith-McCarthy Inc., Tampa, Fla.

Hugh Dwight, account executive, Blitz Adv., Portland, Ore., opens **Hugh Dwight Adv.,** that city, at 821 N. W. Flanders St.

Robert E. Kennedy to Doyle Dane Bernbach Inc. Adv., N.Y., as account executive.

Phil MacPherson to Shirley Olympius & Staff, Stockton, Calif., as account executive.

William S. Blair, account executive and secretary of plans board of Hewitt, Ogilvy, Benson & Mather, N. Y., named agency director of research.

Lee Carrou, director, KTTV (TV) Hollywood, to Geoffrey Wade Adv., that city, as supervisor on KHJ-TV *Alka Seltzer Newspaper of the Air.* He succeeds **Edgar Pierce** who becomes agency director on CBS Radio *Curt Massey Time.* **Dick M. Fischer,** advertising manager, Harris & Frank, L. A. retail clothing chain, to agency as copywriter.

Arthur Pardoll, Sullivan, Stauffer, Colwell & Bayles, N. Y., to Foote, Cone & Belding, N. Y. [CLOSED CIRCUIT, April 13], as director of broadcasting media.

Jean Campbell, media director of Allen & Marshall Adv., to W. H. Hunt & Assoc., L.A., as director of publicity.

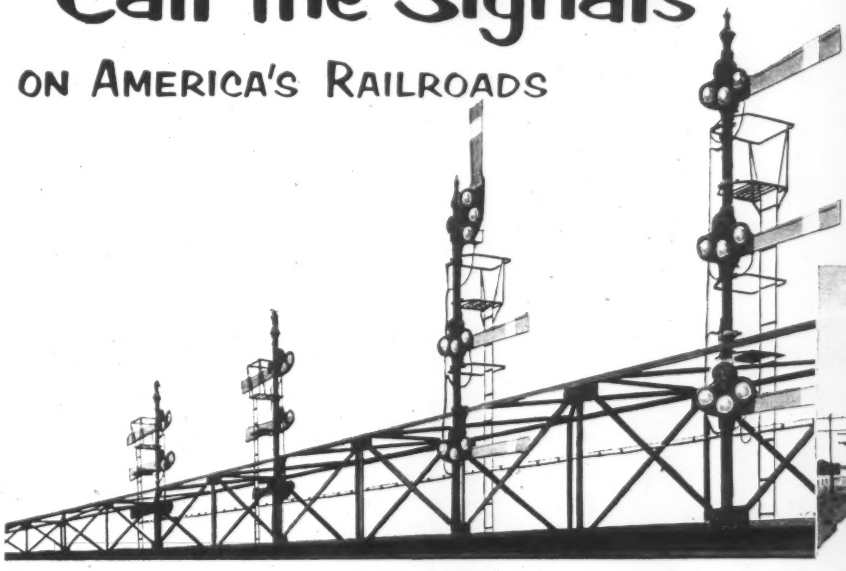
Virginia Carr, *Ladies Home Journal,* and **Evelyn C. Johnson,** Fuller & Smith & Ross, to Geyer Adv., N. Y., as copywriters.

Paul H. Kerr Jr., William Esty Co., Phila., to copy staff of McKee & Albright Adv., Phila.

Dorothy W. Donnelly, N.W. Ayer & Son, to

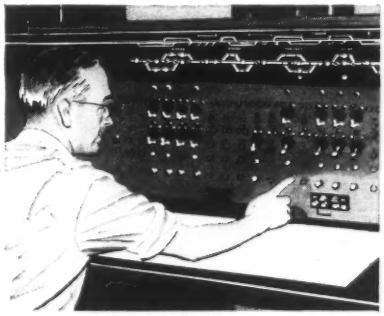
the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

HOW THEY "Call the Signals" ON AMERICA'S RAILROADS

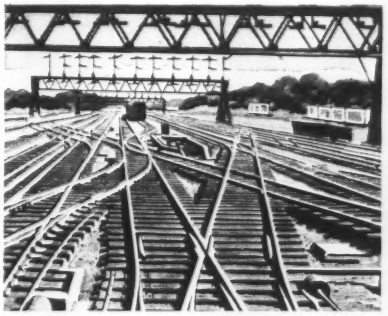


Railroad signals have come a long way from the time when a colored ball hoisted to the top of a pole signaled that the track ahead was clear. Today, trains run more than 2,000,000 miles every day on American railroads, under the world's most complete, most effective and safest system of traffic control.

Basic in this traffic control is the automatic block signal system by means of which a train in a "block" or section of track reports its presence to all approaching trains. This is done automatically through electrical operation of signals which tells the engineers of other trains, whether to stop, to proceed with caution, or to go ahead.



On sections of line equipped with Centralized Traffic Control, all trains automatically report their exact positions and movements through lights on a map on a central control board. By moving little levers on this board an operator can set signals and throw switches that govern the movement of trains as far away as 200 miles.



The way trains are directed through great terminals is another modern marvel. Lights on a map tell the operator the position of every train. Through his control board he lines up signals and switches which are so "interlocked" as to make it impossible to set up conflicting routes as trains are guided automatically through the maze of terminal tracks.

On some lines of exceptionally heavy traffic, signals inside the locomotive cab, itself, provide the engineer and fireman with constant information about changing traffic conditions ahead. And, supplementing all these means of *automatic* signaling is the radio or induction train telephone by which conversations are carried on between trains and stations, and between train and train.

The great improvements in "calling the signals" on America's railroads are typical of the progress from research which benefits not just the railroads, themselves, but all of us in a nation whose production rolls on rails of steel.

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.

You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.

radio-television department, McCann-Erickson, N.Y., as a copywriter.

Stations

William V. Stewart, James C. Barclay, Z. L. Phillips and **Becky Ann Stewart** elected president, vice president-assistant secretary, treasurer and secretary, respectively, of WPBC Minneapolis.

Franklin C. McPeak, chief of Radar Intelligence Branch, USAF Intelligence Directorate, Washington, rejoins McClatchy Bcstg. Co. as director of public relations for KFBK Sacramento, KWG Stockton, KBEE Modesto, KMJ Fresno, KERN Bakersfield and KOH Reno.

Bill Bennett named executive vice president and general and commercial manager of KTHT Houston.

Ben B. Baylor Jr., formerly assistant general manager and director of sales, WMAL-TV Washington, to KEDD (TV) Wichita, Kan., as general manager.

Mr. Baylor

M. M. Rochester, sales manager, KSEL Lubbock, Tex., named general manager.

Charles H. Gravett named general manager of WBRD Ft. Lauderdale, replacing **Robert W. Standart,** now general manager of WITV (TV) same city.

Walton Foster, commercial manager KTXL, San Angelo, Tex., becomes commercial manager of KTXL-TV.

Ted Eiland, program director of WSAZ-TV Huntington, W. Va., named general manager of WTAP (TV) Parkersburg, W. Va.

Mr. Eiland

Jack Irvine, account executive with KULA Honolulu, appointed sales manager.

Arthur L. Martin, WIZE Springfield and WING Dayton, to WMRN Marion, Ohio, as commercial manager.

Bob Baldrica appointed publicity director of WXYZ-AM-TV Detroit.

Jay Royen, producer-writer-commentator on WNBW (TV) Washington, named director of publicity for WNBW (TV) and WRC Washington.

Jay Royen

Tom Mitchel, sales manager, WIST Charlotte, N. C., appointed sales manager for WPTR Albany.

WTVP (TV)

Channel 17

DECATUR, ILLINOIS

Operated by Prairie Television Company

Proudly announces the Appointment

of

George W. Clark

INCORPORATED

NEW YORK—CHICAGO—LOS ANGELES—SAN FRANCISCO

as its

national representative

WTVP

is located in the heart of the Cornbelt area of Central Illinois and will serve a population of over 600,000 . . . Central Illinois richest per capita market.

George W. Clark

INCORPORATED

cordially invites you to visit their suite in the Biltmore Hotel during the NARTB Convention.

FOR THE RECORD

New Grantees' Commencement Target Dates

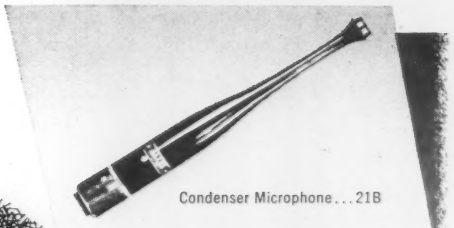
* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53	.....
WROW-TV Albany N. Y. (41)	8/1/53	Pearson
KGGM-TV Albuquerque, N. M. (13)	4/16/53	.....
Barnet Breznor, Alexandria, La. (62)	Unknown	.....
KMMT (TV) Austin, Minn. (6)	3/11/53	CBS
WGEZ-TV Beloit, Wis. (57)	11/1/53	Weed TV
WHBF-TV Benton Harbor, Mich. (42)	4/2/53	.....
Rudman-Hayutin TV Co., Billings, Mont. (8)	Unknown	.....
KFYR-TV Bismarck, N. D. (5)	3/26/53	.....
Rudman TV Co., Bismarck, N. D. (12)	.....	.....
Cecil W. Roberts, Bloomington, Ill. (15)	2/11/53	.....
E. Anthony & Son, Boston, Mass. (50)	Fall 1953	Clark
TV Montana, Butte, Mont. (6)	2/26/53	.....
Sparton Bcstg. Co., Cadillac, Mich. (13)	Unknown	.....
WTOA-TV Cambridge Mass. (56)	2/26/53	.....
KGMO-TV Cape Girardeau, Mo. (18)	Unknown	.....
WMT-TV Cedar Rapids, Iowa (2)	4/8/53	.....
WCHA-TV Chambersburg, Pa. (46)	Nov. '53	.....
WCIA (TV) Champaign, Ill. (3)	3/11/53	.....
WKNA-TV Charleston, W. Va. (49)	Unknown	.....
	4/16/53	.....
	Unknown	.....
	3/11/53	.....
	Late Summer '53	Forjoe
	2/26/53	.....
	Summer 1953	.....
	3/4/53	.....
	July	Weed TV
KRBC-TV Abilene, Tex. (9)	8/1/53	Pearson
WROW-TV Albany N. Y. (41)	4/16/53	.....
KGGM-TV Albuquerque, N. M. (13)	Unknown	.....
Barnet Breznor, Alexandria, La. (62)	3/11/53	CBS
KMMT (TV) Austin, Minn. (6)	11/1/53	Weed TV
WGEZ-TV Beloit, Wis. (57)	4/2/53	.....
WHBF-TV Benton Harbor, Mich. (42)	Unknown	.....
Rudman-Hayutin TV Co., Billings, Mont. (8)	3/26/53	.....
KFYR-TV Bismarck, N. D. (5)	.....	.....
Rudman TV Co., Bismarck, N. D. (12)	2/11/53	.....
Cecil W. Roberts, Bloomington, Ill. (15)	Fall 1953	Clark
E. Anthony & Son, Boston, Mass. (50)	2/26/53	.....
TV Montana, Butte, Mont. (6)	Unknown	.....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53	.....
WTOA-TV Cambridge Mass. (56)	Nov. '53	.....
KGMO-TV Cape Girardeau, Mo. (18)	3/11/53	.....
WMT-TV Cedar Rapids, Iowa (2)	Unknown	.....
WCHA-TV Chambersburg, Pa. (46)	4/16/53	.....
WCIA (TV) Champaign, Ill. (3)	Unknown	.....
WKNA-TV Charleston, W. Va. (49)	4/9/53	.....
	9/15/53	Katz
	3/11/53	.....
	Late Summer '53	Forjoe
	2/26/53	.....
	Summer 1953	.....
	3/4/53	.....
	July	Weed TV

ALTEC = AUDIO

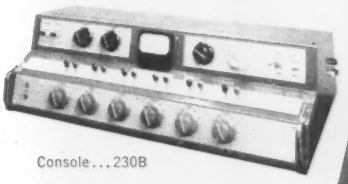


Condenser Microphone...21B

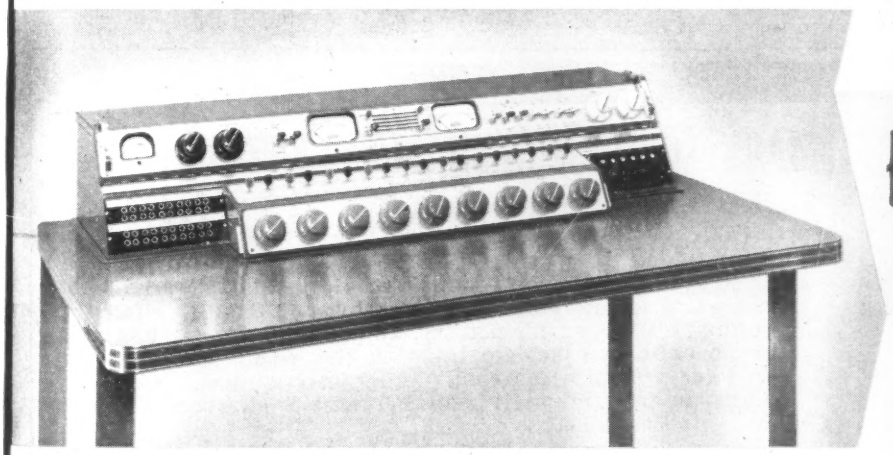
Directional Microphone ...639

Utility Microphone ...633

For audio equipment, smart broadcasters place their confidence in the Altec Lansing Corporation. Experience has shown that Altec equipment is always better; its quality unsurpassed; and its dependability beyond expectations. Altec equipment is designed to work together, without extra matching transformers or other expensive adaptations. Whether it is the new 601A Duplex monitor speaker or a complete speech input installation, you'll find Altec audio equipment will do the job better, longer, more economically.

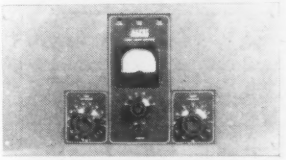


Console...230B



250A Console. This beautiful master console represents a new quality standard for speech input equipment. Like all Altec consoles and mixers, its frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. It is compact and *completely* self-contained, without external power supplies or junction boxes. All amplifiers and power supplies are precision-engineered miniature plug-in units.

Portable Mixer...220A



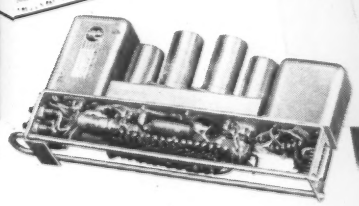
Limiter Amplifier...A-332C

Ask our distributor or write direct for complete information on any item of Altec audio equipment.

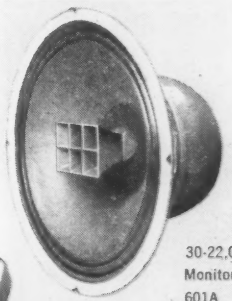
Distributed by GraybaR

ALTEC®
LANSING CORPORATION

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York



Plug-in Preamplifier...A-428B



30-22,000 cycle Monitor Speaker... 601A

Location & Channel	Date Granted & Target for Start	Network Representative
WAYS-TV Charlotte, N. C. (36)	2/26/53	.....
WIND-TV Chicago, Ill. (20)	Fall 1953	Bolling
KHSL-TV Chico, Calif. (12)	3/19/53	.....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	Unknown	.....
WIS-TV Columbia, S. C. (10)	3/11/53	.....
TV Columbus, Columbus, Ga. (28)	2/12/53	NBC
WCBI-TV Columbus, Miss. (28)	9/1/53	Free & Peters
KLIF-TV Dallas, Tex. (29)	3/11/53	.....
M. Foster-H. Hoersch, Davenport, Iowa (36)	Unknown	.....
WMSL-TV Decatur, Ala. (23)	Unknown	.....
Rib Mountain Radio Inc., Des Moines (17)	2/26/53	.....
Rollins Bcstg., Dover, Del. (40)	10/15/53	.....
WCIG-TV Durham, N. C. (46)	3/26/53	.....
WEAU-TV Eau Claire, Wis. (13)	3/11/53	.....
WECT (TV) Elmira, N. Y. (18)	Unknown	.....
KTVF (TV) Eugene Ore. (20)	Unknown	.....
KIEM-TV Eureka, Calif. (3)	2/26/53	NBC, DuM
KQTV (TV) Fort Dodge, Iowa (21)	11/1/53	.....
WINK-TV Fort Myers, Fla. (11)	2/26/53	.....
KFSA-TV Fort Smith, Ark. (22)	Fall 1953	Hollingbery
Tarrant County TV Co. Fort Worth, Tex. (20)	2/26/53	.....
KJEO (TV) Fresno, Calif. (47)	Unknown	Everett-McKinney
WTVS (TV) Gadsden, Ala. (21)	2/11/53	.....
KFXJ-TV Grand Junction, Colo. (5)	Unknown	.....
KMON-TV Great Falls, Mont. (3)	2/11/53	.....
WNCT (TV) Greenville N. C. (9)	Unknown	.....
WGVL (TV) Greenville, S. C. (23)	1/29/53	.....
WCRS-TV Greenwood, S. C. (21)	10/1/53	Pearson
	3/11/53	.....
	10/1/53	Weed TV
	11/13/52	.....
	5/15/53	Pearson
	3/11/53	.....
	Unknown	.....
	4/9/53	.....
	Unknown	.....
	11/6/52	.....
	August	Weed TV
	3/26/53	.....
	5/1/54	Holman
	4/9/53	.....
	Unknown	.....
	3/11/53	.....
	9/1/53	Pearson
	1/23/53	ABC
	8/1/53	H-R TV Inc.
	4/8/53	.....
	.....	.....

Location & Channel	Date Granted & Target for Start	Network Representative
WGCM-TV Gulfport, Miss. (56)	2/11/53	.....
KHMO-TV Hannibal, Mo. (7)	Unknown	.....
Turner-Farrar Assn., Harrisburg, Ill. (22)	2/18/53	.....
WSVA-TV Harrisonburg, Va. (3)	Unknown	.....
WHKP-TV Hendersonville, N. C. (27)	3/11/53	NBC
KID-TV Idaho Falls, Idaho (3)	May-June	Devney
KIFI-TV Idaho Falls, Idaho (8)	3/11/53	.....
WNES (TV) Indianapolis, Ind. (67)	Midsummer '53	.....
WJRE (TV) Indianapolis, Ind. (26)	2/26/53	.....
Television Services of Knoxville, Knoxville, Tenn. (26)	Unknown	.....
Las Vegas TV, Las Vegas, Nev. (8)	2/26/53	.....
WMRF-TV Lewiston, Pa. (38)	Late 1953	ABC
KTRE-TV Lufkin, Tex. (9)	3/26/53	.....
WETV (TV) Macon, Ga. (47)	.....	.....
WMAZ-TV Macon (Warner Robins), Ga. (13)	.....	.....
WMRI-TV Marion, Ind. (29)	3/26/53	.....
WMEV-TV Marion, Va. (50)	.....	.....
KRIO-TV McAllen, Tex. (20)	3/19/53	.....
KBES-TV Medford, Oreg. (5)	Unknown	.....
KTYL-TV Mesa, Ariz. (12)	2/18/53	.....
KMID-TV Midland, Tex. (2)	4/26/53	Avery-Knodel
Rudman TV Co., Minot, N. D. (10)	2/11/53	.....
	Unknown	.....
	2/11/53	.....
	Late Summer-Early Fall, '53	.....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53	.....
KGVO-TV Missoula, Mont. (13)	9/15/53	.....
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	3/11/53	.....
WCOV-TV Montgomery, Ala. (20)	Spring 1954	Gill & Perna
	2/19/53	.....
	Unknown	.....
	9/18/52	CBS
	4/6/53	Taylor

That's getting more than is expected—True WBBW is not first with the most listeners in Youngstown, at all times. But then considering the cost involved—they shouldn't be. In spite of this fact WBBW IS FIRST part of the time and NEVER LESS THAN SECOND according to Hooper ratings listed below. First or second it delivers the lowest cost per thousand.

Hooper Feb.-March, 1953

	WBBW ABC	Network Station B	Network Station C
Mon thru Fri 8 A.M.-Noon	31.1	14.4	43.6
Mon thru Fri Noon-6 P.M.	28.0	13.5	45.3
Saturday 8 A.M.-6 P.M.	29.0	20.1	33.8
Sun thru Sat Eve. 6 P.M.-10:30 P.M.	21.6	21.4	47.9

Modestly—We deliver more for the money than can be expected.

Serving Ohio's third largest market.

WBBW

ABC IN YOUNGSTOWN
WHERE EASTERN OHIO
AND WESTERN PENNA.
HEAR ALL THE—
Cleveland Indians Games

MARY LOUISE MARSHALL

Stuffed 'em With Marshwood Stuffing

Dad's Cookie Company—makers of popular brand of breads and cookies—also make Marshwood's Sage & Onion Stuffing, a dressing for poultry. To promote this product, they bought two participations on the WOC "Shopping With Mary Louise Marshall" program the week before Thanksgiving—the week before Christmas—the week before New Year's Day.

Before Thanksgiving, sold more than 2,000 packages of Marshwood—retail price 35¢ a pkg. Then came the deluge. Firm head Lawrence Kohler says: "Mary L made demand for Marshwood stuffing so big that our route men dreaded going out on their routes; they knew they couldn't supply retailers' wants. Most of our workers came back at night to help us prepare and package this stuffing. Even then we couldn't catch up with demand. We haven't yet been able to figure out how many packages we sold but we can tell you this—*sales were terrific.*"

If you are interested in "terrific sales" in the Quint-City area, ask your nearest F & P man about the "Shopping With Mary Louise Marshall" . . . it's a real sales-winner.

WOC
THE QUINT-CITIES AM - FM 2130 TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

HERE IS THE REAL TRUTH ABOUT TV STATION PROFITS!

THE FULL FACTS ABOUT THE SUBSTANTIAL EXTRA INCOME YOUR TV STATION CAN EARN FOR YOU WITH THE MONEY-SAVING TELEPROMPTER PLAN.

FOREWORD: *Visitors to the N.A.R.T.B. Convention are all familiar with the amazing new electronic device called TelePrompTer.* This equipment, installed on the new R.C.A., and General Electric cameras unveiled at the Convention, has caused wide comment. A TelePrompTer public speaking unit will be used by many speakers addressing the N.A.R.T.B. Convention. Yet few TV station managers realize the profit potential that TelePrompTer holds for their stations. This statement tells that amazing story for the first time in print. You owe it to yourself and your station to read every word of the important message below.*

Chairman,
TelePrompTer Corp.

TelePrompTer® is a fully patented (U.S. Pat. No. 2635373) electronic prompting mechanism in regular use by programs of all four TV networks and in a growing number of individual TV stations. Its users include Arthur Godfrey, Milton Berle, T.V. Album, Captain Video, Ed Sullivan, The Kate Smith Hour, Garry Moore, Jack Webb's Dragnet, Welcome Travelers, The Guiding Light and more than 50 other network shows a week.

TelePrompTer makes infinitely smoother, more assured performances possible, but its amazingly swift acceptance would never have been achieved for this reason alone. The fact is that TelePrompTer users realized, almost instantly, that this completely new device is an *economic asset* of major importance.

HOW IT SAVES MONEY

Let us examine some of the specific ways in which TelePrompTer can make the TV station's dollars travel farther.

Use of TelePrompTer equipment *cuts rehearsal time* substantially. Announcers and actors can read *at sight* (while looking the audience directly in the eye!). Because of cut rehearsal time, your talent can double, triple and even *quadruple* the number of individual performances they can give each week.

Thus, when TelePrompTer equipment is installed in your station, in effect you *increase your talent pool* at no extra cost.

Cost of free-lance performers is drastically reduced as well, for less of their time is required for study and rehearsal.

With shorter rehearsals, you have more studio time free for additional shows—provide yourself with at least one "extra studio" for the development of additional profitable business.

Also TelePrompTer helps to "organize" rehearsals. With the script constantly before the eyes of all concerned, there's less time-wasting, costly confusion.

This time-saving will bring *an important shrinkage* in your station's *per-program engineering costs.*

ELIMINATES REBATE CLAIMS

With TelePrompTer, not even the greenest announcer makes those simple, human errors that result in demands for rebates and repeats by advertisers.

Using TelePrompTer, the client's okayed script is always right before the announcer's eyes. He doesn't have to remember—he only has to read—although the audience never knows he's reading. No chance of fluffing the client's name, address or his pet phrases. No ad-libbing to cover memory lapses and bring distress to the station's auditor. Commercials are delivered *as written.* For these reasons, *lawyers for both stations and clients* rest easier when TelePrompTer is on the job.

EARNS MONEY, TOO

The above are only a few of the ways in which TelePrompTer *saves money* for stations, and makes greater earnings possible. And TelePrompTer is also a *money earner* for TV stations.

By providing TelePrompTer service *for your advertisers* at a trifling fee, you can easily *double—in a single year*—the relatively modest sum you pay for your lease of TelePrompTer equipment.

TELEPROMPTER'S COST

TelePrompTer equipment is provided in different "packages" to accommodate the requirements of specific stations, and is priced according to station rate cards.

Based on these rates, TelePrompTer Corporation suggests, to each station, a schedule of fees to advertisers for use of TelePrompTer equipment.

See how quickly these modest charges to clients can become substantial *profits* to your station. Send a copy of a typical week's schedule of *your* station to TelePrompTer Corporation. From this, we will be happy to work out for you, a *specific* program of ever-increasing TelePrompTer *profits* for your station. No obligation, of course.

And we will also be glad to *show you records,* with facts and figures, names and dates, of *profits actually made on TelePrompTer service* by TV stations!

BETTER PRODUCTIONS ALWAYS

From the viewpoint of *production,* it isn't necessary for your station to stage long or elaborate shows to make TelePrompTer worthwhile for you. Instead of burying their heads in scripts, your newscasters, commentators—even your sportscasters—face the camera easily, naturally and pleasantly and talk directly to the audience without hesitations, pauses or embarrassing fluffs. Even last-minute changes in the script are easy—right up to a single minute before air-time!

Vocalists quickly gain "big time" assurance with TelePrompTer carrying their lyrics for them, and relieving them of the terror of "forgetting the words."

Free from anxiety, these performers—commentators, newscasters, sportscasters and vocalists—can develop to the full the personalities that win wider audiences and attract better and better sponsors!

Even your remotes will be vastly improved through the use of lightweight, easily portable TelePrompTer equipment! The rankest amateurs become glib, self-confident and convincing when they can read from the PrompTer mounted right over the camera's lens.

AMAZINGLY SIMPLE OPERATION

In spite of the complex electronic system that keeps all TelePrompTer units—from 2 to 20—in perfect synchronization at all times, actual operation of the master control is so easy, any member of your production staff can learn to become a competent operator in fifteen minutes!

The actual control unit of the new Model 4 TelePrompTer fits right into the palm of the hand. At a flick of the finger, scripts in all PrompTers in operation are electronically moved, in perfect synchronization, forward or backward, fast or slow or stopped altogether, as required.

Each TelePrompTer control circuit has engineered into it a 100% safety factor. The PrompTer will continue to operate even should one of its two tubes be removed from its socket!

It is a matter of record that the TelePrompTer is built with such precision that it has given perfect service in over 10,000 performances—some 50,000 hours of operation.

SOME QUICK FACTS

You require no special power lines to operate TelePrompTer. It is extremely light in weight. The TelePrompTer with paper enough for a full hour of dialogue weighs well under 10 lbs. You can take and operate TelePrompTer anywhere you can take a camera!

The big PrompTer viewing area keeps in constant view, up to 9 lines of clear, legible VideoType with letters almost an inch high. A red arrow points to the line "now being read". And because no lenses are used, the script is readable from any angle up to 80° off center. There is no glare—not ever. TelePrompTer's exclusive lighting system and special VideoBond paper combine to emphasize the black letters and make them easily readable at 25 feet—*without eye-shifting*—by anyone with normal vision.

PrompTers can be mounted on any TV camera *in less than 30 seconds,* or can be stand-mounted and moved about at will. Each PrompTer contains paper sufficient for over a full hour of solid dialogue, or more than the average station's full day of commercials. The specially constructed VideoPrinter electric typewriter that is part of every TelePrompTer "package" is so easy to use that any competent typist can operate at her normal typing speed.

And when your TelePrompTer equipment is not busy prompting, it can be used for crawls, titles, credits, weather forecasts, time cards and scores of other day-to-day chores!

LOOK FOR THESE PLUSES

Anticipate congratulations from your program director and your news director; from your talent pool and announcing staff; from your producers, directors, technicians and cameramen when you announce to them that you have leased TelePrompTer equipment for your station. All of them will find that TelePrompTer makes their jobs easier—and makes their work better.

Look for increased interest in your station from clients and prospects, who are always quick to appreciate outstanding *quality* in your telecasts.

Finally, expect *greater productivity from your salesmen.* For when a salesman can guarantee his prospects that their scripts will go on the air *exactly as written,* with no stammering, no fluffs, no disastrous ad-libbing—then a major obstacle to any sale is overcome! *Only TelePrompTer makes such assurances possible!*

SIGN UP NOW

Production of the new Model 4 all-electronic TelePrompTer is now in progress. *Your inquiry will receive immediate attention.*

Write, wire or telephone—today—for rates for *your* station. For a breakdown of potential revenue from TelePrompTer, send us a typical one week's schedule of your telecasting. Address:

**Trade Mark Registered.*

NATIONAL
TELEPROMPTER
SALES CORPORATION

270 PARK AVENUE, NEW YORK 17, N. Y.

Location & Channel	Date Granted & Target for Start	Network Representative
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	.....
WLBC-TV Muncie, Ind. (49)	10/30/52 4/15/53	ABC, CBS, NBC, DuM Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53 Unknown	.....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53 Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	..... Meeker
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	..... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	.....
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	.....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	.....
WACH (TV) Newport News, Va. (33)	2/5/53 June	.....
WMGT (TV) North Adams, Mass. (74)	Unknown 2/18/53	.....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	.....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	.....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Unknown	.....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	.....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	.....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	..... Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y.
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNOA-TV Raleigh, N. C. (28)	10/16/52 5/28/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
Genesee Valley TV Corp., Rochester, N. Y. (27)	4/2/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed-TV
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	..... Gill & Perna
KUTV (TV) Salt Lake City, Utah (2)	3/26/53	....
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	....
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 June	CBS Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair-TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53 Unknown	....
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	..... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
Tri-State TV Inc., Waterloo, Iowa (15)	4/16/53 10/1/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	....

If you are the owner of a new TV station....

You have spent a great deal of money. Now you want to make money... fast! There is no faster way than the Consolidated STATION-STARTER PLAN. Nine top television film series sold for a package price that is so low — just 100% of your Class A one-hour rate per week — you can make a profit on programming from the beginning.

Among the films offered your station for unlimited use are "Front Page Detective," "Hollywood Half Hour," "Ringside With the Rasslers," "Public Prosecutor" and "Crusader Rabbit." All of the films included in the STATION STARTER PLAN have been made especially for television. All are currently showing in markets across the country.

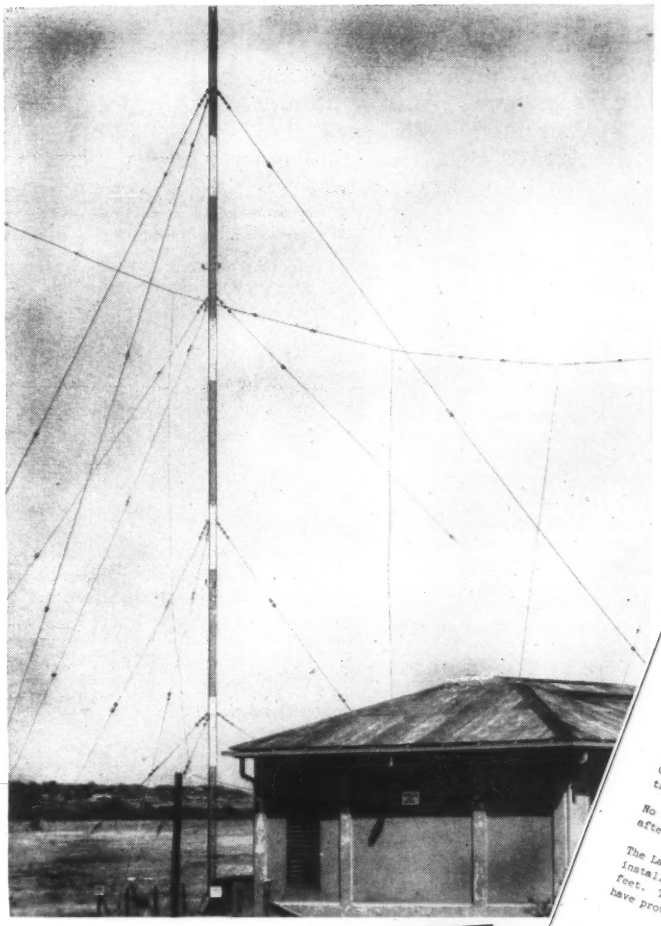
Together the nine series make up the most diversified catalog in television. Comedy, drama, mystery, music, travel, sports, juvenile, variety. A program to fit every type of client. A program to fit any length of time. Each film yours to sell and sell *without restrictions*. Your profit increases as your station rate increases, but your costs remain the same. *There are no escalator clauses.*

Ask us for the facts... including rating histories, sponsorship records, current availabilities and proof that the STATION-STARTER PLAN can start your station toward an early profit. Write or wire our nearest office ... Hollywood, Sunset at Van Ness, New York, 25 Vanderbilt Avenue, Chicago, 520 N. Michigan Avenue.

Consolidated Television Sales

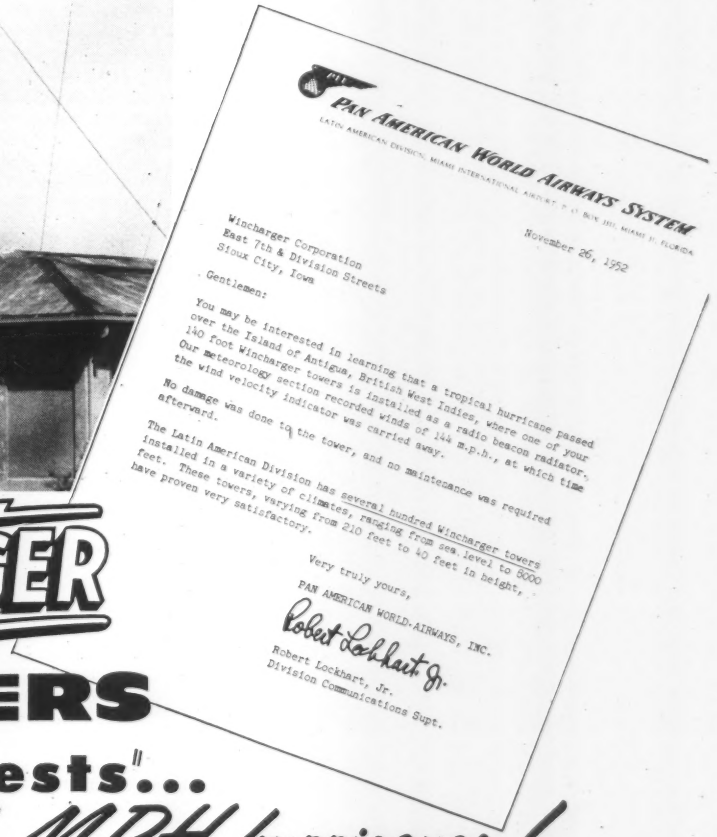
If you are planning to attend the NARTB convention in Los Angeles, please visit us at the Biltmore Hotel, Suite 2107.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS



PAN AMERICAN WORLD AIRWAYS

prove that....



PAN AMERICAN WORLD AIRWAYS SYSTEM

LATIN AMERICAN DIVISION, MIAMI INTERNATIONAL AIRPORT, P. O. BOX 1251, MIAMI 30, FLORIDA

November 26, 1952

Wincharger Corporation
East 7th & Division Streets
Sioux City, Iowa

Gentlemen:

You may be interested in learning that a tropical hurricane passed over the Island of Antigua, British West Indies, where one of your 140 foot Wincharger towers is installed as a radio beacon radiator. Our meteorology section recorded winds of 144 m.p.h., at which time the wind velocity indicator was carried away.

No damage was done to the tower, and no maintenance was required afterward.

The Latin American Division has several hundred Wincharger towers installed in a variety of climates, ranging from sea level to 8000 feet. These towers, varying from 210 feet to 40 feet in height, have proven very satisfactory.

Very truly yours,

PAN AMERICAN WORLD AIRWAYS, INC.

Robert Lockhart Jr.

Robert Lockhart, Jr.
Division Communications Supt.

WINCHARGER TOWERS

"stand the tests... even in 144 M.P.H. hurricanes!

Very few towers are subjected to 144 M.P.H. winds—but it is most comforting to know that your all-important antenna facilities will stand up even in such extreme weather conditions.

Wincharger Towers are specified throughout the world because of their slender, uniform cross-sections that permit highly efficient radiation, combined with surprisingly low initial and maintenance costs. These sleek, streamlined Towers with high safety factors, represent the ultimate in engineering efficiency for TV, AM-FM, or 2-Way Communication Systems. There is a size and type for every job!

WINCHARGER CORPORATION 2103 E. 7th St. SIOUX CITY 2, IOWA

WINCHARGER ENGINEERS **are well qualified to advise you on your particular tower problems. A new booklet describing the latest Wincharger Towers is yours for the asking. Our consultation service is readily available without any obligation on your part. Write — wire — Phone 2-1844**

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

PROTECT YOURSELF,
your STAFF, your CLIENTS
from the daily hazard of
LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION
LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Building
Kansas City, Missouri

PEABODY RADIO-TV AWARDS PRESENTED IN RTES CEREMONY

Three major radio networks, and like number of TV networks, are represented in the awards. Among stations, WAAM (TV) shared in honors with DuMont, while WIS won the regional public service competition and WEWS (TV), local public service.

PRESENTATION of the 13th annual George Foster Peabody Awards for distinguished achievement by radio and TV in 1952 took place Friday at New York's Hotel Roosevelt.

The awards, announced by Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, were made at a luncheon session of the Radio & Television Executives Society of New York. The awards are given by the Grady School and the Peabody board.

Edward Weeks, editor of *Atlantic Monthly* magazine and chairman of the Peabody board, made the presentations. Robert W. Sarnoff, RTES president, presided at the luncheon.

The winners: Radio news, Martin Agronsky, ABC; radio music (double award), New York Philharmonic Symphony Orchestra (CBS) and *The Standard Symphony* (NBC); television education, *Johns Hopkins Science Review* (WAAM (TV) Baltimore-DuMont); television news, *Meet the Press* (NBC-TV); television entertainment (double award), *Mister Peepers* and *Your Hit Parade* (both NBC-TV); television youth and children's programs, *Ding Dong School* (NBC-TV); television special award, *Victory at Sea* (NBC-TV); regional public service, WIS Columbia, S. C., and local public service, WEWS (TV) Cleveland.

It was the seventh straight year the awards have been made at RTES (formerly Radio Executives Club) functions. The awards for public service by radio and television are designed to perpetuate the memory of the late George Foster Peabody, native of Columbus, Ga., and New York banker and philanthropist.

Citations as read by Mr. Weeks in making the presentations follow:

Martin Agronsky (ABC) for Outstanding News Coverage during 1952

Mr. Agronsky

(His capacity for getting the story behind the story is distinctive. In this uneasy period of insecurity and fear, he has consistently and with rare courage given voice to the preservation of basic values in our democratic system. His penetrating analyses of highly controversial matters reflect an understanding of the fundamentals of freedom and a concern for the rights and dignity of the individual citizen. He has earned the confidence of his listeners as a skillful and competent reporter.)

The Standard Symphony (NBC) for Outstanding Entertainment through Music, Radio and Television

(First, outstanding once-a-week symphonic broadcasts over 11 western states, since Oct. 24, 1926, through which Standard Oil of California achieved a priceless public service; secondly, a radio series of highly effective educational features for school children, and, latterly, a schedule of brilliant television presentations over Pacific Coast and Intermountain facilities, known as the *Standard Hour*, which also maintained the highest levels of production excellence.)

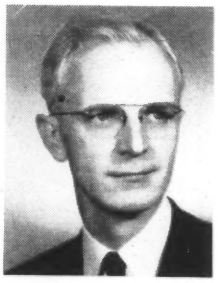
New York Philharmonic-Symphony Orchestra, CBS, and James Fassett, for Outstanding Entertainment in Music

(For twenty-three seasons, the Sunday afternoon broadcasts of the Philharmonic from Carnegie Hall in New York have enriched the

Mr. Fassett (l) and Dimitri Mitropoulis, director N. Y. Philharmonic.

musical life of the nation, and have become as necessary and familiar a custom in millions of American homes as Sunday dinner itself.)

"The Johns Hopkins Science Review" *(WAAM (TV)—DuMont) as the Outstanding Educational Program for 1952*



Mr. Poole

(Directed by Lynn Poole, this series explains in intelligent, mature, and miraculously clear terms much of the work being carried on by outstanding scientists and teachers who, unfettered, are pursuing truth in laboratories and classrooms. The range of topics is staggering — from cancer to space ships — and the programs are invariably presented with candor, a scientific attitude and a high degree of visual imagination.)

"Meet the Press" *(NBC) as the Outstanding News Program of 1952*

(Co-produced by Martha Rountree and Lawrence E. Spivak, the television version of *Meet*

Miss Rountree

Mr. Spivak

the Press is an adaptation of a radio program begun in 1945 and awarded a Peabody Citation in 1946. Adding the visual to the auditory, this television version extends and strengthens the values of *Meet the Press* in public enlighten-

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

1040) and **Anthony Wayne Bcstg. (Docket 10425; BPCT-1400)**—Anthony Wayne petitions for further enlargement of issues to add issue to determine if antenna structure proposed by Radio Fort Wayne would have improper radiation effect upon its AM station, WANE.

Montpelier, Vt. New TV, vhf Ch. 3. WCAX Bcstg. Corp. (WCAX Burlington) (BPCT-1327) and Colonial Television Inc. (BPCT-1557)—WCAX petitions for early hearing, noting applicants do not want unsought uhf channels in rugged terrain area since vhf is needed to cover large part of state to make TV economically feasible.

Hearing Calendar . . .

Hearings in Progress

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

Muskegon, Mich.—New TV, uhf Ch. 35. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263).

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 10246), Columbia Empire Telecasters Inc. (KPOJ is 40% owner) (Docket 10247) and Northwest TV and Bcstg. Co. (Docket 10317).

April 30

Chattanooga, Tenn.—New TV, vhf Ch. 3. Contestants: WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (WAPO) (Docket 1039). Examiner J. D. Bond.

May 4

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

May 8

Fort Wayne, Ind.—New TV, uhf Ch. 69. Further hearing. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 9137) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Sharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

May 25

Lebanon, Pa.—New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

Evansville, Ind.—New TV, vhf Ch. 7. Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Evansville, Ind.—New TV, uhf Ch. 62. Contestants: Trans-American TV Corp. (Docket 10465), Premier TV Inc. (Docket 10466) and W. R. Tuley (Docket 10467). Examiner Fanney Litvin.

Akron, Ohio—New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

Mobile, Ala.—New TV, vhf Ch. 5. Contestants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Contestants: Southern TV Inc. Tri-State Telecasting Corp. and WDEF Bcstg. Co. (WDEF).

May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Contestants: Royaltel and Pacific Frontier Bcstg. Co. (KULA).

May 29

Shreveport, La.—New TV, vhf Ch. 3. Contestants: KTBS Inc. (KTBS) and International Bcstg. Corp. (KWKH).

Worcester, Mass.—New TV, uhf Ch. 14. Contestants: Salisbury Bcstg. Corp. and New England Bcstg. Co.

June 1

San Juan, P. R.—New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

August 13

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Beamount-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352).

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Sharfman. Contestants: Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365).

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission *en banc*. (Docket 9552).

Pontiac, Mich.—New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346); BP-8651). Applicant has petitioned for grant without hearing.

KVOL Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098). Applicant has petitioned for grant without hearing.

Salinas-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10452). Protestant is WSSB there.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Mexico

Change List No. 156, March 19

760 kc

XENP Mexico, D. F., 10 kw DA-N, Unl. II, 6-19-53 (New).

1150 kc

XERY Merida, Yucatan, 500 w/D 350 w/N, Unl. III-B, 11-19-53 (New).

1370 kc

XERM San Andres Tuxtla, Veracruz, 250 w/D 100 w/N, Unl. IV, 6-19-53 (New).

1450 kc

XECA Tampico, Tamaulipas, 1 kw/D 250 w/N, Unl. IV, 3-19-53 (Delete assignment—see 1460 kc).

1460 kc

XECA Tampico, Tamaulipas, 1 kw, Unl. III-B, 3-19-53, (Change in call letters from XES.).

Change List No. 157, March 24

820 kc

XEJD Cordoba, Veracruz, 1 kw Day, II, 3-24-53, (Change in call letters.).

1290 kc

XEIX Jiquilpan, Michoacan, 1 kw Day, III, 7-30-53, (Correcting error in schedule.).

1430 kc

XEIP Salamanca, Juanajuato, 0.25 kw Day, IV, 7-24-53, (Correcting schedule.).

(1450 kc)

XEUJ Ciudad del Carmen, Campeche, 0.25 kw Unl., IV, 7-26-53, (Delete assignment.).

1460 kc

XEUJ Ciudad del Carmen, Campeche, 0.25 kw, Unl., IV, 7-26-53, (Change in frequency—previously 1450 kc.)

1480 kc

XEGW Acambaro, Guanajuato, 0.2 kw, Unl., IV, 3-25-53, (Reduction in power.).

1490 kc

XEGS Guasave, Sinaloa, 0.25 kw, Unl., IV, 3-24-53, (Change in call letters.).

1500 kc

XEUH Villa Hermosa, Tabasco, 0.25 kw, Unl., II, 7-26-53, (Correction in classification.).

Dominican Republic

Change List No. 15, March 30

610 kc

HI3J San P. De Macoris, 0.5 kw, Unl., nondirectional, III, (Change in location and power.), (Previously 1360 kc, see change list #14.).

1050 kc

HI8B Santiago, 1 kw, Unl., nondirectional, II, (Change in location and power.), (Previously 610 kc, see change list #14.).

1360 kc

HI5K Barahona, 0.25 kw Unl., nondirectional, III, 5-2-53, (Change in location and power.), (Previously 1050 kc.), (See list of Dominican Republic stations, Annex 3, NARBA, Washington, D. C., 1950.).

Routine Roundup . . .

April 16 Decisions

BY COMMISSION EN BANC

Advised of Hearing

KRLW Walnut Ridge, Ark., Southern Baptist College; Tri-State Bcstg. Service, Memphis, Tenn.; Southern Bcstg. Service Inc., Memphis, Tenn.—Are being advised that application of KRLW (BP-8372) to change facilities from 1320 kc, 1 kw-D to 730 kc, 1 kw-D; Tri-State (BP-8775) and Southern (BP-8802), for new stations to operate on 730 kc, 250 w-D, indicate necessity of consolidated hearing.

WHUN Huntingdon, Pa., The Joseph F. Biddle Pub. Co.—Is being advised that application (BP-7788) to change facilities from 1400 kc, 250 w, Unl., to 1150 kc, 500 w-D, indicates necessity of hearing.

KTOE Mankato, Minn., Minn. Valley Bcstg. Co.—Is being advised that application (BP-8702) to increase power from 1 kw, 5 kw-LS, DA-N, to 5 kw, Unl., DA-N, on present frequency 1420 kc, indicates necessity of hearing.

Employment Service

WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

TV STUDIO PERSONNEL

Summer replacements available immediately. Top men screened for your station, meeting your qualifications. All men experienced with RCA cameras and projection room operations. More than 1000 workshop men already employed by TV stations throughout the nation. *Wire or phone collect your personnel needs.*

TELEVISION WORKSHOP of N. Y.
1780 Broadway, N. Y., 19 Plaza 7-3721

Marvin I. Thompson, Winchester, Ky.—Is being advised that application for a new AM (BP-8564) to operate on 1380 kc with 500 w-D, indicates necessity of hearing.

Extension of Authority

Granted applications of Church of Universial Triumph, The Dominion of God Inc., Detroit, Mich., for extension of authority to transmit programs by wire from church in Detroit to CKLW Windsor, Ont., Can., for period of one year ending April 5, 1954 (BFP-234).

Granted Applications

Granted applications of The Hampden-Hampshire Corp. (WHYN), Holyoke, Mass. (BFP-233), Maryland Bcstg. Co. (WITH), Baltimore, Md., (BFP-232) and WGR Bcstg. Corp., Buffalo, N. Y., to transmit play-by-play descriptions of baseball games by wire to Station CFRA Ottawa, Canada, for period of one year. This is first authority for WGR and extensions for WHYN and WITH.

Advised of Hearing

KWEM-TV Inc., Memphis, Tenn.—Is being advised that application for a new TV to operate on Ch. 48 indicates necessity of hearing (BPCT-1385).

ACTIONS ON MOTIONS

American Broadcasting - Paramount Theatres Inc.—Granted petition for extension of time to May 8, to file exceptions to initial decisions released March 26, 1953, re application of Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M., for extension of special service authorization (Docket 10336; BSSA-275).

Darrell E. Yates, Jacksonville, Tex.—Granted petition for acceptance of late filing of notice of intention to appear and participate in hearing on application (Docket 10429; BP-8285).

Chief, Broadcast Bureau—Granted petition for extension of time to April 30 to file reply to petition filed March 27, 1953, by Ridson Inc., for completion of hearing in proceeding re application and that of Lakehead Telecasters Inc. for CP's for new television stations at Superior, Wis., and Duluth, Minn. (Docket 10291; BPCT-728) (Docket 10292; BPCT-981) upon expedited and simplified basis, deletion of certain issues, or other appropriate relief.

By Hearing Examiner J. D. Bond

WDOD Bcstg. Corp., Chattanooga, Tenn. — Granted petition to amend application for CP for new TV (Docket 10438, BPCT-676) to submit alternative program proposal showing non-network operation in event that network affiliation is not available.

By Hearing Examiner Thomas H. Donahue

Cal Tel Co., Sacramento, Calif.—Granted petition to amend application for CP for new TV (Docket 10341; BPCT-1330), filed on Feb. 3 and amended by petition of April 9, 1953, (to change proposed trans. location, ant. height, ERP, hours of operation, financing, personnel, programming, cost of construction, cost of operation during first year, revenue during first year and to designate studios.

By Hearing Examiner Annie Neal Huntting

Anthony Wayne Bcstg., Fort Wayne, Ind. — Granted petition to amend application for CP for new TV (Docket 10425, BPCT-1400) for purposes of: (1) correcting clerical errors in percentages shown in Sec. IV, Part I (b) relating to proposed weekly program set forth in application; (2) altering proposed trans. location and associated data shown in Sec. V-C; and (3) altering proposed trans. equipment shown in Sec. V-C.

Beaumont Bcstg. Corp., Beaumont, Tex. — Granted petition for extension of time from May 11 to May 18, 1953, to file proposed findings and conclusions of law in proceeding re application (Docket 10287; BPCT-762), et al., for CP's for new TV stations in Beaumont, Tex.

Radio Fort Wayne Inc., Anthony Wayne Bcstg., Fort Wayne, Ind.—Ordered that certain actions taken at hearing conferences on April 6 and 10 shall control subsequent course of hearing in proceeding (Docket 10424; BPCT-1040) (Docket 10425; BPCT-1400), unless modified by hearing examiner for cause during course of hearing, or by Commission upon review of examiner's ruling, and that proof at hearing will be adduced only in respect of matters relied upon by each of parties, including Commission counsel, set out in this order and in subsequent order to be issued with respect to Issue 3 (d).

By Hearing Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Granted petition to amend application for CP for new TV (Docket 10330; BPCT-1302) to correct exhibit so as to add certain radio interests of W. Walter Tison and H. H. Baskin in WLAK Lakeland, Fla., during 1938-1939.

By Hearing Examiner James D. Cunningham

Metropolitan Television Co., Denver, Colo. — Granted petition for extension of time from April 10 to April 15, 1953, for filing proposed findings in proceeding re application (Docket 10238; BPCT-941) and that of KMYR Bcstg. Co., Denver, Colo. (Docket 9043, BPCT-488) for CP's for new television stations.

Chief, Common Carrier Bureau—Granted motion for continuance of hearing re applications of Page Boy Inc., New York, N. Y. (Docket 10388, et al.) from April 13 to May 13, 1953.

By Hearing Examiner Elizabeth C. Smith

Columbia Empire Telecasters Inc., Portland, Ore.—Granted motion to amend application for CP for new TV (Docket 10247; BPCT-982) in order to show certain changes resulting from death of one of its officers and directors.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition for continuance of hearing in proceeding re application for CP for new TV (Docket 10272; BPCT-264) and that of Stark Telecasting Corp. (Docket 10273; BPCT-949); hearing now scheduled for April 15, 1953, at Washington, D. C., was continued without date and until further order of Commission; parties intend, at expiration of one-year waiting period, to renew request for assignment of additional uhf channel to Canton, assignment of which might obviate necessity for comparative hearing.

By Hearing Examiner James D. Cunningham

Chief, Broadcast Bureau—Granted petition for extension of time from April 15 to April 20, 1953, to file proposed findings in proceeding re applications of KMYR Bcstg. Co. (Docket 9043; BPCT-488) and that of Metropolitan Television Co. (Docket 10238; BPCT-941), both of Denver, Col.

April 16 Applications

ACCEPTED FOR FILING

Modification of CP

WFTW Ft. Walton, Fla., Vacationland Bcstg. Co.—Mod. CP (BP-8140), which authorized new AM for approval of ant., trans. location as approx. 0.5 mi. NW of junction of Wright Rd. and Hollywood Blvd., Ft. Walton, Fla., and specify studio location as 39 Main St., Ft. Walton (BMP-6187 Resubmitted).

Remote Control Operation

Following stations request remote control of transmitter:

KSON San Diego, Calif., KSON Bcstrs. (BRC-1); KVEC San Luis Obispo, Calif., The Valley Electric Co. (BRC-11); KEAR San Mateo, Calif., Bay Radio Inc. (BRC-5); WWCO Waterbury, Conn., The Mattatuck Bcstg. Co. (BRC-7); KSWI Council Bluffs, Iowa, Nonpariel Bcstg. Co. (BRC-15); WARK Hagerstown, Md., United Bcstg. Co. of Western Md. (BRC-8); WCCM Lawrence Mass., The Lawrence Bcstg. Co. (BRC-9); WLLH Lowell, Mass., Merrimac Bcstg. Co. (BRC-14); WLYN Lynn, Mass., Puritan Broadcast Service Inc. (BRC-10); WJDA Quincy, Mass., South Shore Bcstg. Co. (BRC-6); KFGT Fremont, Neb., Walker Newspapers Inc. (BRC-3); WISP Kinston, N. C., Edwin J. Schuffman (BRC-4); WRHI Rock Hill, S. C., York County Bcstg. Co. (BRC-12); WSPA Spartanburg, S. C., James Cozby Byrd Jr. (BRC-2); WDIA Memphis, Tenn., Bluff City Bcstg. Co. (BRC-13).

April 17 Applications

ACCEPTED FOR FILING

Remote Control Operation

Following applications filed for remote control operation of transmitter:

KROW Oakland, Calif., KROW Inc. (BRC-16); KROS Clinton, Iowa, Clinton Bcstg. Corp. (BRC-18); KBUN Bemidji, Minn., Butler Bcstg. Co. (BRC-19); WGAT New Hartford, N. Y., Central Bcstg. Co. (BRC-17); WGNI Wilmington, N. C., New Hanover Bcstg. Co. (BRC-20); WGCD Chester, S. C., Craig Bcstg. Co. (BRC-21); WDBL Springfield, Tenn., Springfield Bcstg. Co. (BRC-22).

KROS-FM Clinton, Iowa, Clinton Bcstg. Corp. —301-A request to operate by remote control (BRCH-7).

WKPT-FM Kingsport, Tenn., Kingsport Bcstg. Co. — 301-A for remote control operation (BRCH-9).

WRFL (FM) Winchester, Va., Richard Field Lewis Jr.—301-A for remote control operation (BRCH-8).

Modification of CP

KDZA-TV Pueblo, Col., Pueblo Radio Co. — Mod. CP (BPCT-1172) as mod., which authorized new TV to change designation of trans. and studio location from 3011 Elizabeth St., Pueblo, Col., to 31st St. and West St., near Pueblo, and to request waiver of Sec. 3.613(b) of rules (BMPCT-1069).

WNCT (TV) Greenville, N. C., Carolina Bcstg. System Inc.—Mod. CP (BPCT-898) as amended, which authorized new TV, to change trans. and studio location from S. Evans St. extended 2 mi. S of city limits near Greenville, N. C., to S. Evans St. extended, 1.84 mi. S of city limits, Greenville, N. C. Ant. height above average terrain 858 ft.

WHEP Foley, Ala., Alabama-Gulf Radio—Mod. CP (BP-8012), which authorized new AM, for approval of ant., trans. location as 2.5 mi. N of Foley at intersection of Highway #3 and Lane Rd. near Foley, Ala., specify studio location as on Highway #3 (P. O. Box 1556), 1.6 mi. N of Foley, Ala. and change type trans. (BMP-6189).

KGRO Malvern, Ark., Malvern Bcstg. Co. — Mod. CP (BP-8462), replacing expired CP (BP-7857) which authorized new AM, for approval of ant., trans. and main studio location. AMENDED to change power from 1 kw to 500 w and change trans. location.

KLYN Amarillo, Tex., Plains Empire Bcstg. Co. —Mod. CP (BP-8501), as mod., which authorized changes in ground system, for extension of completion date (BMP-6191).

Application Amended

WTVH-TV Peoria, Ill., Hilltop Bcstg. Co. — Amended to request waiver of Sec. 3.613(b) of Commission's rules (BMPCT-1070 Amended).

Extension of Completion Date

KUSC-TV Los Angeles, Calif., U. of Southern Calif. — Mod. CP (BPET-14), which authorized new educational TV, for extension of completion date to 7-28-53.

License for CP

WWWB-FM Jasper, Ala., Bankhead Bcstg. Co. —License for CP (BPH-1752) which authorized new FM (BLH-879).

WJMC-FM Rice Lake, Wis., WJMC Inc.—License for CP (BPH-1791) which authorized changes in licensed FM (BLH-882).

Change Transmitter Site

WRNL-FM Richmond, Va.—CP to change trans. site to Wilkinson Rd., Henrico County, Va. (BPH-1848).

APPLICATION RETURNED

Assignment of License

WCRW Chicago, Clinton R. White—Voluntary assignment of license to Clinton R. White and Josephine A. White d/b as WRCW.

WHJC Matewan, W. Va., Three States Bcstg. Co.—Voluntary assignment of license to Three States Bcstg. Co.

Relinquishment of Control

WEDR Birmingham, Ala., Magic City Bcstg. Co.—Voluntary relinquishment of control by J. Leslie Doss to John Leslie Doss Jr. through transfer of 49 shares of stock.

Negotiations conducted for the sale or purchase of radio and television properties.

R. C. CRISLER & Co.

RADIO STATION BROKERS—FINANCING

CINCINNATI, OHIO

1109 UNION TRUST BLDG. DUNBAR 7775

Headquarters NARTB Convention — Chapman Park Hotel

April 20 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WLBS Birmingham, Ala., WLBS Inc.—Mod. CP (BP-8457), as mod., which authorized change in trans. location, for extension of completion date (BMP-6190).

WRGB (TV) Schenectady, N. Y., General Electric Co.—Mod. CP (BPCT-1047), which authorized change in facilities of existing TV, for extension of completion date to 11-16-53.

License for CP

KWOC Poplar Bluff, Mo., Poplar Bluff Bestg. Co.—License for CP (BP-7342), as mod., which authorized change in frequency, increase power, install DA-DN, change trans. location and install new trans. (BL-4969).

WCON Cornelia, Ga., Habersham Bestg. Co.—License for CP (BP-8227), as mod., which authorized new AM (BL-4970).

Modification of CP

WACL Waycross, Ga., Teletronics Inc.—Mod. CP (BP-8437), which authorized change in hours of operation and installation of DA-N to make changes in DA (BMP-6175).

WNRV Narrows, Va., Giles Bestg. Co.—Mod. CP (BP-8437), as mod., which authorized new AM, to change trans. location (coordinates only) (BMP-6192).

Erect New Antenna

KSPR Casper, Wyo., Donald Lewis Hathaway—CP to erect new ant. (mount TV ant. on top) and change trans. location (coordinates only). Contingent on grant of TV application (BP-8786).

License Renewals

Following stations request renewal of license: **WNBF-TV Binghamton, N. Y.,** Clark Assoc. Inc. (BRCT-29); **WBEN-TV Buffalo, N. Y.,** WBEN Inc. (BRCT-11).

April 21 Decisions

BY BROADCAST BUREAU

Granted License

WBBO Forest City, N. C., Rutherford County Radio Co.—Granted license covering installation of new trans. (BL-4952).

WHLF South Boston, Va., Halifax Bestg. Co.—Granted license covering use of old main trans. as auxiliary located at present location of main trans.; 1400 kc, 250 w. (BL-4960).

WKEY Covington, Va., Earl M. Key—Granted license covering change in trans. location and changes in ant. and ground systems (BL-4959).

KSNY Snyder, Tex., Snyder Bestg. Co.—Granted license covering change of facilities and installation of new trans.; 1450 kc, 250 w, Unl., (BL-4955).

WRIO Rio Piedras, P. R., The Master Bestg. Corp.—Granted license for CP (BP-8562, replacing expired permit BP-8305) which authorized installation of auxiliary trans., at present site of main trans., to be operated on 1320 kc, 250 w, for auxiliary purposes only (BL-4951).

WKBN-FM Youngstown, Ohio, WKBN Bestg. Corp.—Granted license covering changes in FM station—Ch. 255; 25 kw, ant. 490 ft. (BLH-880).

WGAL-FM Lancaster, Pa., WGAL Inc.—Granted license covering changes in FM station—Ch. 267, 3.8 kw, ant. 215 ft. (BLH-881).

Extension of Completion Date

KTVA (TV) Austin, Tex., Tom Potter—Granted mod. CP for extension of completion date to 7-20-53 (BMPCT-1044).

Following granted mod. CP's for extension of completion dates as shown:

WTVT (TV) Chattanooga, Tenn., to 10-20-53 (BMPCT-1041); WOUC (TV) Chattanooga, Tenn., to 10-20-53 (BMPCT-1060); KDEF Albuquerque, N. Mex., to 11-1-53 (BMP-6180); WNEW New York, N. Y., to 11-6-53; conditions (BMP-6181).

Granted Remote Control Authority

Following granted authority to operate trans. by remote control: KSWI Council Bluffs, Iowa (BRC-15); WDIA Memphis, Tenn. (BRC-13); WLLH, WLLH-FM Lowell, Mass. (BRC-14) (BRCH-4); KVEC San Luis Obispo, Calif. (BRC-11); WRHI WRHI-FM Rock Hill, S. C. (BRC-12) (BRCH-3); KFGT Fremont, Neb. (BRC-3); KEAR San Mateo, Calif.; condition (BRC-5); WJOA Quincy, Mass. (BRC-6); WWCO Waterbury, Conn. (BRC-7); WARK Hagerstown, Md. (BRC-8); WLYN Lynn, Mass. (BRC-10); WCCM Lawrence, Mass. (BRC-9); WISP Kinston, N. C. (BRC-4); WJAN Spartanburg, S. C. (BRC-2); WGUY-FM Bangor, Me. (BRCH-1); WIOD-FM Miami, Fla. (BRCH-2); WPPA-FM Pottsville, Pa. (BRCH-5); WPAM-FM Pottsville, Pa. (BRCH-6); KROS-FM Clinton, Iowa (BRCH-7); WRFL Winchester, Va. (BRCH-8); WKPT-FM Kingsport, Tenn. (BRCH-9); KSON San Diego, Calif., KSON Broadcaster (BRC-1).

Granted License

WKEU Griffin, Ga., Radio Station WKEU—Granted license covering increase in height of vertical ant. (BL-4972).

KPLT Paris, Tex., North Star Bestg. Co.—Granted license covering installation of new trans. (BL-4962).

WFTC Kinston, N. C., Kinston Bestg. Co.—Granted license covering change of facilities, type of trans., installation of DA-N and change in trans. location; conditions 960 kc, 1 kw, 5 kw-LS, DA-N, Unl. (BL-4964).

KSVP Artesia, N. M., Artesia Bestg. Co.—Granted license covering change of facilities, changes in ant. system and change in type trans.; 990 kc, 250 w, 1 kw-LS, Unl. (BL-4967).

Granted CP

WEAS Decatur, Ga., WEAS Inc.—Granted CP to install new trans. as auxiliary trans. to be operated on 1010 kc, 1 kw (BP-8806).

Modification of License

KGKB Tyler, Tex., Lucille Ross Buford—Granted mod. license to change name to Lucille Ross Lansing (BML-1540).

Modification of CP

KSEN Richfield, Utah, Scenic Bestg. Co.—Granted mod. CP for approval of ant., trans., and studio location (BMP-6002).

WHYL Carlisle, Pa., Richard Field Lewis Jr.—Granted mod. CP to make changes in ant. system (BMP-6182).

KLER Lewiston, Ida., Cole E. Wylie—Granted mod. CP for approval of ant., trans., and studio location; condition (BMP-6134).

Request Granted

WKOP-FM Binghamton, N. Y., The Binghamton Broadcasters Inc.—Granted request to dismiss pending application (BMPH-4771) to change frequency to 96.7 mc.

April 22 Decisions

BY COMMISSION EN BANC

Designated for Hearing

KFBC Cheyenne, Wyo., Frontier Bestg. Co.—Designated for hearing application (BMP-5864) for additional time to complete construction authorized Sept. 12, 1951, involving change of facilities from 1240 kc, 250 w, Unl., to 710 kc, 1 kw-N, 10 kw-LS, DA-2, Unl.

Advised of Hearing

KPOO San Francisco, Calif., Grant R. Wrathall; KECC Pittsburg, Calif., KECC Inc.; KCHJ Delano, Calif., Charles Herman Johnes; KLAS Las Vegas, Nev., Las Vegas Bestrs. Inc.—Are being advised that applications to change facilities indicate necessity of consolidated hearing. KPOO seeks to increase power on 1010 kc from 1 kw to 10 kw-D (BMP-5828); KECC, to increase power on 990 kc from 1 kw, DA-N, Unl., to 5 kw-N, 10 kw-D, DA-2 (BP-8529); KCHJ, to increase power and hours of operation on 1010 kc from 1 kw-D, to 1 kw-N, 5 kw-D, DA-2, Unl. (BP-8681); and KLAS, to change from 1230 kc, 250 w, Unl., to 1010 kc, 1 kw-N, 5 kw-D, DA-N, Unl., and install new trans. (BP-8528).

Dorsey Eugene Newman, Hartselle, Ala.; WERD Atlanta, Ga., Radio Atlanta Inc.; WDMG Douglas, Ga., WDMG Inc.—Are being advised that applications indicate necessity of consolidated hearing. Newman seeks CP for new AM on 860 kc, 250 w-D (BP-8334); WERD to increase power on 860 kc from 1 kw to 10 kw-D (BP-8569); and WDMG to increase power on 860 kc from 1 kw to 5 kw-D (BP-8648).

Sangamon Valley Tele. Corp., Springfield, Ill.—Is being advised that application (BPCT-589) for new TV station to operate on Ch. 2 indicates necessity of hearing. (Comr. Doerfer not participating).

Petitions Granted

Smith Radio Co., Port Arthur, Tex.; Port Arthur College, Port Arthur, Tex.; Jefferson Amusement Co., Beaumont, Tex.—By memorandum opinion and order, granted petitions filed by Smith Radio Co., on Dec. 10, 1952, and Jan. 7, 1953, and petition of Port Arthur of Jan. 5, 1953, requesting that application of Jefferson Amusement Co. for TV Ch. 4 be dismissed, and said application (BPCT-1440) of Jefferson was dismissed.

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO "Voice of Longview"—TEXAS

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

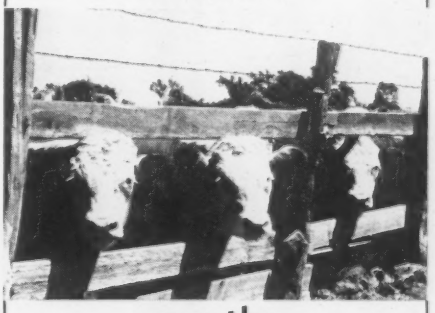
on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

The best way to sell the KANSAS FARM MARKET

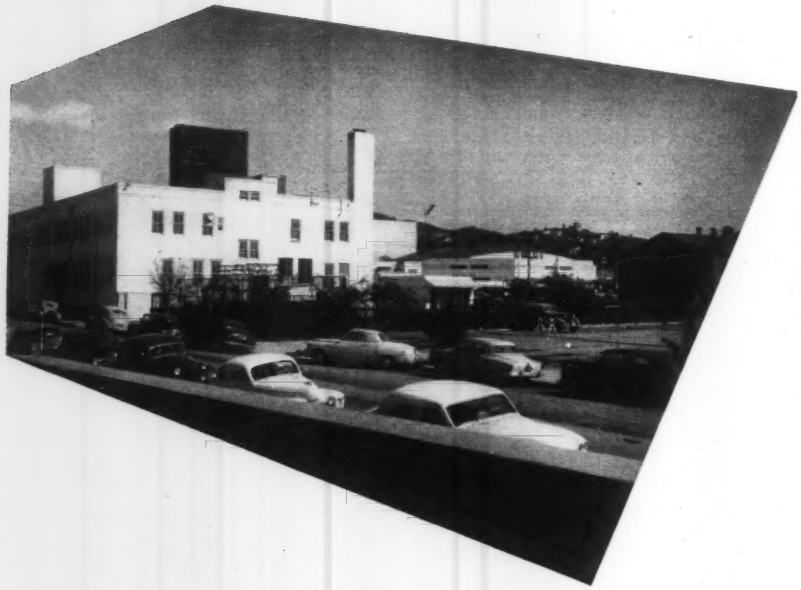


use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.



The officers and executive staff of

GENERAL FILM LABORATORIES CORP.

1546 No. Argyle Ave., Hollywood 28 HO. 9-6391

are pleased to announce that the facilities of the newest and the largest independent film processing organization on the West Coast are now at the disposal of the film and television capital of the world.

General Film Laboratories offer complete services to the industry, including 16 mm. Kodachrome printing.

We cordially invite your inquiry and inspection.

G. CARLETON HUNT, President • **HANS DE SCHULTHESS**, Vice President • **ALAN GUNDELFINGER**, General Manager • **ALTON A. BRODY**, Sales Director • **WILLIAM GEPHART**, Processing Director • **HARLAN BAUMBACH**, Technical Director

E. A. Heiniger

FOR THE RECORD

Designated for Hearing

Designated for consolidated hearing in Washington on May 25, 1953, applications of Southern Television Inc. (BPCT-931); Tri-State Telecasting Corp. (BPCT-983), and WDEF Bcstg. Co. (BPCT-989), all applicants for TV Ch. 12 in Chattanooga, Tenn.

Designated for consolidated hearing in Washington on May 27, 1953, applications of Royaltel (BPCT-923) and Pacific Frontier Bcstg. Co. Ltd. (BPCT-945), both applicants for TV Ch. 2 in Honolulu, T. H.

Designated for consolidated hearing in Washington on May 29, applications of KTBS Inc. (BPCT-464), and International Bcstg. Corp. (BPCT-505) both applicants for Ch. 3 in Shreveport, La.

Designated for consolidated hearing in Washington on May 29, applications of Salisbury Bcstg. Corp. (BPCT-1068) and New England Bcstg. Co., (BPCT-1220), both applicants for Ch. 14 in Worcester, Mass.

Petition Denied

By memorandum opinion and order, denied petition of Jacob A. Newborn Jr., Tyler, Tex., filed March 20, 1953, requesting that Commission amend Sec. 3.606 of rules to reserve vhf Ch. 7 at Tyler for noncommercial educational use and to add a uhf assignment to that city. The denial is without prejudice to refiling at the expiration of the one year waiting period provided in Sec. 3.609 of the Commission's rules.

April 22 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

KIUL Garden City, Kan., The Telegram Pub. Co. (BR-848); **KIND Independence, Kan.**, Central Bcstg. Inc. (BR-1828); **KFKU Lawrence, Kan.**, The U. of Kansas (BR-505); **KSAL Salina, Kan.**, KSAL Inc. (BR-927); **KNEB Scottsbluff, Neb.**, Platte Valley Bcstg. Corp. (BR-1867); **KGWA Enid, Okla.**, Public Bcstg. Service (BR-2450); **KGLC Miami, Okla.**, Miami Bcstg. Co. (BR-2053).

Remote Control Operation

Following stations have filed for 301-A; application for remote control operation:

WHDH-FM Boston, Matheson Radio Co. (BRCH-12); **WTSV-FM Claremont, N. H.**, Granite State Bcstg. Co. (BRCH-10); **WDOD-FM Chattanooga Tenn.**, WDOD Bcstg. Corp. (BRCH-13); **KCLE-FM Cleburne, Tex.**, Marti Inc. (BRCH-11).

Following applications filed for remote control operation of trans.:

KTIM San Rafael, Calif., Marin Bcstg. Co. (BRC-32); **KASI Ames, Iowa**, Ames Bcstg. Co. (BRC-31); **WKZO** Kosciusko., Miss., Cy N. Bahakel (BRC-24); **WFRM Coudersport, Pa.**, Farm & Home Bcstg. Co. (BRC-26); **WPXY** Punxsutawney, Pa. Jefferson Bcstg. Co. (BRC-27); **WKBI St. Marys, Pa.**, The Elk-Cameron Bcstg. Co. (BRC-25); **WDOD Chattanooga, Tenn.**, WDOD Bcstg. Corp. (BRC-30); **KSIJ Gladewater, Tex.**, Gladewater Bcstg. Co. (BRC-33); **WRIS Roanoke, Va.**, Cy N. Bahakel (BRC-28); **WCOM Parkersburg, W. Va.**, Parkersburg Bcstg. Co. (BRC-29); **KASL Newcastle, Wyo.**, Newcastle Bcstg. Co. (BRC-23).

Extension of Completion Date

WHDF Houghton, Mich., Upper Michigan Bcstg. Co.—Mod. CP (BP-8568), which authorized installation of new trans., for extension of completion date (BMP-6193).

Move Transmitter Location

WHED Havelock, N. C., Beaufort Bcstg. Co.—CP to move trans. and studio location from Washington, N. C., to Havelock and make changes in ant. system (BP-8833).

Change Antenna System

WBEX Chillicothe, Ohio, Shawnee Bcstg. Co.—CP to make changes in ant. system (BP-8834).

Modification of CP

WTAO-TV Winchester, Mass., Middlesex Bcstg. Corp.—Mod. CP (BPCT-1485) as amended which authorized new TV, to install new trans. and make other equipment changes (BMPCT-1086).

Extension of Completion Date

WICU (TV) Erie, Pa., Dispatch Inc.—Mod. CP (BPCT-758), as mod., which authorized changes in TV, for extension of completion date to 7-24-53 (BMPCT-1081).

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

INDEX TO ADVERTISERS

STATIONS

CHNS, Halifax, Nova Scotia 134
KAOK, Lake Charles 53
KBIF, Los Angeles 65
KBIC, Los Angeles 65
KBTV, Denver 122
KDKA, Pittsburgh 113
KDUB-TV, Lubbock 126
KEX, Portland 113
KEYL-TV, San Antonio ..... Front Cover
KFAB, Omaha 61
KFAC, Los Angeles 69
KFRO, Longview 159
KGW, Portland 159
KMPC, Los Angeles 12
KNBH, Hollywood 77
KOWH, Omaha 8
KPIK, Los Angeles 65
KPIX, San Francisco 67
KRLD-TV, Dallas 4
KSTL, St. Louis 123
KSTP, St. Paul 124
KTNT-TV, Tacoma 163
KWKW, Pasadena 150
KYW, Philadelphia 113
WAGA AM-TV, Atlanta ..... Front Cover
WAKR, Akron 17
WAVE-TV, Louisville 116
WAZL-TV, Hazleton 32-33
WBBW, Youngstown 132
WBOK, New Orleans 49
WBZ, Boston 113
WCAU-TV, Philadelphia 75
WCCO Radio, Minneapolis 40
WCHS, Charleston 19
WCKY, Cincinnati 144
WDIA, Memphis 150
WDSU, New Orleans 16
WEOA, Evansville 42
WEVD, New York 150
WEWS, Cleveland 139
WFBM-TV, Indianapolis 52
WFBR, Baltimore 117
WFDF, Flint 42
WFMJ, Youngstown 128
WGAL-TV Lancaster 6-7
WGBS, Miami ..... Front Cover
WGN, Chicago 148
WHAS, Louisville ..... Inside Front Cover
WHBF, Rock Island 152
WHEN, Syracuse 128
WHLM, Bloomsburg 32-33
WHO, Des Moines 39
WHOL, Allentown 32-33
WIBW, Topeka 159
WIDE, Biddeford-Saco 32-33
WIKK, Erie 151
WIS, Columbia 138
WITH, Baltimore 34
WJAR-TV, Providence 124
WJBK AM-TV, Detroit ..... Front Cover, 10
WJW, Cleveland 136
WKRC-TV, Cincinnati 125
WLW, Cincinnati 114-115
WMC, Memphis 20
WMMN, Fairmont ..... Front Cover
WNAC-TV, Boston 127
WNBW, Washington, D. C. 30
WNHC, New Haven 140
WOC, Davenport 132
WOOD, Grand Rapids 42
WOWO, Ft. Wayne 113
WPTR, Albany 142
WREC, Memphis 99
WSAI, Cincinnati ..... Front Cover
WSJS, Winston-Salem 26
WSLI, Jackson 144
WSPD AM-TV, Toledo ..... Front Cover
WSYR, Syracuse 161
WTAG, Worcester 108
WTHI, Terre Haute 90
WTOB, Winston-Salem 146
WTRY, Troy 3
WTVJ, Miami 53
WTVN, Columbus 125
WTVP Decatur 130
WVAM, Altoona 142
WWJ, Detroit 109
WWVA, Wheeling ..... Front Cover
WXOK, Baton Rouge 53

EQUIPMENT

Allied Radio 152
Altec Lansing Corp. 131
Andrew Corp 85
Audio Devices, Inc. 83
Camera Equipment Co. 118
Collins Radio Co. 89
Continental Electronics Mfg. Co. 94-95
Dage Electronics Corp. 140
Allen B. DuMont Labs., Inc. 50-51
Eitel-McCullough, Inc. 97
Gates Radio Co. 81
General Electric Co. 100
General Precision Labs. 87
Gray Research & Development Co., Inc. 143
Hughey & Phillips 91
Minnesota Mining & Mfg. Co. 47
Mitchell Camera Corp. 93
Philco Corp. 141
RCA Engineering Products 18
RCA Tubes 119
Raytheon Mfg. Co. 79
Reeves Soundcrafter Corp. 142
Shure Brothers, Inc. 149
Standard Electronics Corp. 21
Teleprompter Corp. 133
Wincharger Corp. 135

GENERAL

Advertising Agency Magazine 126
Air Express 121
Alexander Film Co. 84
Alvarado Broadcasting Co. 147
American Meat Institute 24
American Radio Association 56-57
Association of American Railroads 129
The Associated Press 105
Blackburn-Hamilton Co. 54
Broadcasting Showsheets 72-73
Broadcast Music, Inc. 145
Capitol Records 22-23
Classified Advertisements 154-157
Consolidated Television Sales 134
Consulting Directory 153
Contempo Cosmetics 92
R. C. Crisler & Co. 158
Employers Reinsurance Corp. 136
Films of the Nations Distributors, Inc. 88
General Film Labs. 160
Harry S. Goodman 161
Lang-Worth Feature Programs, Inc. 68
Music Corp. of America 31
RCA Recorded Program Services 62-63
SARRA, Inc. 55
Service Directory 152
SESAC Transcribed Library 27
Howard E. Stark 160
Station Representatives' Association, Inc. 137
Syndicated Films 136
The TEEVEE Co. 140
United Press 59
United Television Programs, Inc. 25
World Broadcasting System, Inc. 14-15

NATIONAL REPRESENTATIVES

The Branham Co. 120
George W. Clark, Inc. 130
Headley-Reed Co. 76
Paul H. Raymer Co., Inc. 44-45
Weed & Co. 13
Weed Television ..... Back Cover

NETWORKS AND GROUPS

CBS Radio Network 28-29
Crosley Broadcasting Corp. 114-115
Keystone Broadcasting System, Inc. 71
Edward Lamb Enterprises 151
The OK Group 53
The Steinman Stations 6-7
Storer Broadcasting Co. ..... Front Cover
Westinghouse Radio Stations, Inc. 113
The Yankee Network 127

Top Rated Half-Hour
MYSTERIES

We can deliver up to 6 half-hour transcribed Mystery Programs Weekly.

We Offer —
LET GEORGE DO IT!
MYSTERY HOUSE!
30 MINUTES TO GO!

Ask us for the Dope.
We'll shoot the works

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue
NEW YORK, N.Y.

See us at the Convention
Biltmore, Suite 2300-02

CANCEL CANCEL CANCEL

"Due to increased volume through your advertising, we are unable to get out the extra work. Please cancel my advertising as soon as possible."

So wrote Stanley Parker, plumbing, heating, electrical contractor of Cicero, N. Y. Mr. Parker explained that he had received over 20 phone calls per day directly traceable to his radio program and was filled up on work orders for four months.

A good sales story to a good audience—that's what produces the sales. And WSYR gives you the audience—up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.

Write, Wire, Phone or
Ask Headley-Reed

WSYR SYRACUSE
570 KC

NBC Affiliate in Central New York

How Hungry Can You Get?

THE REPORT last week of the Assn. of Better Business Bureaus, accusing radio and television of lending their facilities to "bait and switch" advertising, points up only one of several kinds of commercial abuses that are all too prevalent on today's air.

"Bait and switch" advertising, as a story elsewhere in this issue explains, is that which lures customers to a store on the promise of an extraordinary bargain so that high-pressure salesmen may strong-arm them into buying something else which costs more. It may not be illegal, but it is a moral fraud. It is by no means the only offensive technique in use at the moment.

The truth is that some stations are accepting accounts that ought to be rejected. One has but to turn the radio or TV dial in major cities to encounter commercials that run too long, are too loud, promise too much, and come in excessive quantity.

Unless these broadcasters improve their business practices, they are inviting unpleasant action by organizations like the Better Business Bureaus or, more unfortunately, by the government. There is no guarantee the Federal Trade Commission won't crack down.

It should not, however, be the threat of that sort of action that motivates a clean-up in radio-TV. The general self-interest of those media is best served by adherence to a set of ethics somewhat above those of the garment district or the New York docks. If radio and television are to carry out their assigned missions of public service, they must earn public respect. They cannot earn it if they presume to treat the public as dupes of shoddy advertisers or as fools to whom the simplest message must be delivered repeatedly and at the top of an announcer's voice.

Fortunately for the future of both radio and television, ethical operators far outnumber those of more primitive tastes. We trust that the ethical ones, who not by coincidence are the leaders of the media, will try to persuade their less enlightened colleagues to advance themselves.

There are at hand NARTB codes for radio and television. Perhaps this week in Los Angeles the leaders of radio and television will discuss means of utilizing both codes more effectively.

Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . our next speaker is a man who has made a serious study of 3-D television."

Chairman Hyde

IT CAME three months late, but President Eisenhower finally did the obvious in naming Rosel H. Hyde to the FCC chairmanship. The situation at the FCC was beginning to become ludicrous, with a Democratic majority running the show, spoon-fed by the held-over Democratic staff.

With Mr. Hyde as chairman, things won't happen automatically. Mr. Hyde knows that he has to act. He probably can count on at least three members to vote with him in making staff changes. By June 30 he will have his fourth Republican member as the replacement for Commissioner and Ex-Chairman Paul A. Walker. It is to be hoped that this man will be a practical broadcaster.

Mr. Hyde's appointment is for one year—an innovation probably deemed expedient to assuage hungry party men who wanted a new face as chairman. If he doesn't achieve the desired result, the President will be free to name his successor a year hence.

With a quarter-century background in communications regulation, Mr. Hyde is richly endowed with the knowledge essential to handle the assignment—admittedly one of the most rigorous in Federal government. He is the only chairman who ever came up through the ranks. He has an affection for the staff worker and the career man. But he realizes that he can't let sentiment interfere with administrative judgment. And, as a good administrator, he knows the existing going concern cannot be destroyed.

The root of the FCC's trouble has been at the executive staff level. This hits the lawyers hardest. The legal staff has always taken its orders from the chairman—always a Democrat. It has exerted uncommon control over the FCC, serving up only those matters with which it was in sympathy. This same hard core seems always to have resented the successful broadcasters and has inexorably moved toward clamping more and more restrictions upon operations. The latest thrust is the effort to penalize the licensed broadcaster against the newcomer in evaluating television applicants.

The FCC is operating with a tight budget. But it's an open secret that a lot of people have been retained to perform work that should be done at other staff levels. The Secretary's office is supposed to handle administration and budget. Instead there is an "office of administration" costing probably $100,000 a year, assigned to this work. There are a number of legal jobs highly rated filled by men who get few, if any, assignments. The Democrats had sentenced them "to Siberia" years ago.

Chairman Hyde takes over with no commitments except to clean house. He can't do this overnight. He has no wild-eyed crusading notions. He will have to undo many of the extreme acts committed during 20 years of Democratic rule.

Given an even chance, he will do the job.

Crandall to Levin to chance

LAST Feb. 9 B•T published an article by John B. Crandall, media director of Sherman & Marquette, giving his views on the eventual size of TV coverage that national advertisers would find it economically possible to buy. He listed 112 markets as the likely limit.

Obviously television is going to survive in far more than 112 parts of the United States. To find out what kind of sensible guess could be made as to the total station population that the U. S. economy can afford, B•T commissioned Peter Levin, a recognized economist, to do a special study. His work appears in the feature section of this issue.

Mr. Levin's projections probably will not correspond exactly to the actual size or placement of the U. S. television system when it reaches maturity; so far as we know he is simply a good economist and not gifted with occult powers. But we venture that he will not be proved embarrassingly wrong. Give or take a market here or there, or a station here or there, his nationwide analysis of TV probabilities looks sound.

Those Collect Calls

THERE are a lot of ways to make a living. One is the way of the Columbia Press Service of Washington, D. C.—which, by the way, has utterly no connection with the Columbia Broadcasting System.

This organization picks up news scraps around the capital and telephones (collect) to radio stations it thinks might be interested in them. Here's the way it works. Columbia may find a Korean casualty listed with a home town in Two-Sticks, Neb. Columbia places a collect call to the station there. If the call is accepted, Columbia sends the station a bill (usually about $2.50) for providing it with a news item.

Several stations have complained to us about this practice. Our advice is that there is nothing illegal in the Columbia technique and that any station which accepts collect calls from people it doesn't know is apt to find out the call isn't worth the charges, even if the call is from Washington, D. C.

XUM

A VIBRANT, GROWING PROSPEROUS MARKET

. . . and you can sell this Two Billion Dollar Market with only one TV station

Six counties bordering on Puget Sound account for more than half of Washington State's population . . . more than half the state's total retail sales . . . more than half the state's effective buying income.

These six counties lie within the Puget Sound Area served by KTNT-TV, the new station which went on the air in March with basic CBS and Dumont Television Networks.

The Puget Sound Area is **alive** . . . it is **growing** . . . it is **prosperous.** There are 418,100 families; retail sales, $1,316,645,000; effective buying income, $2,416,495,000. Within this area are such cities as Seattle (population, 467,598), Tacoma (143,673), Everett (35,000), Bremerton (29,900), Olympia (16,300). And there are approximately 250,000 TV receivers in this lively area.

You can sell this prosperous market with only one TV station—and that station is KTNT-TV!

KTNT-TV

CHANNEL 11

CBS

CBS and Dumont Television for the Puget Sound Area

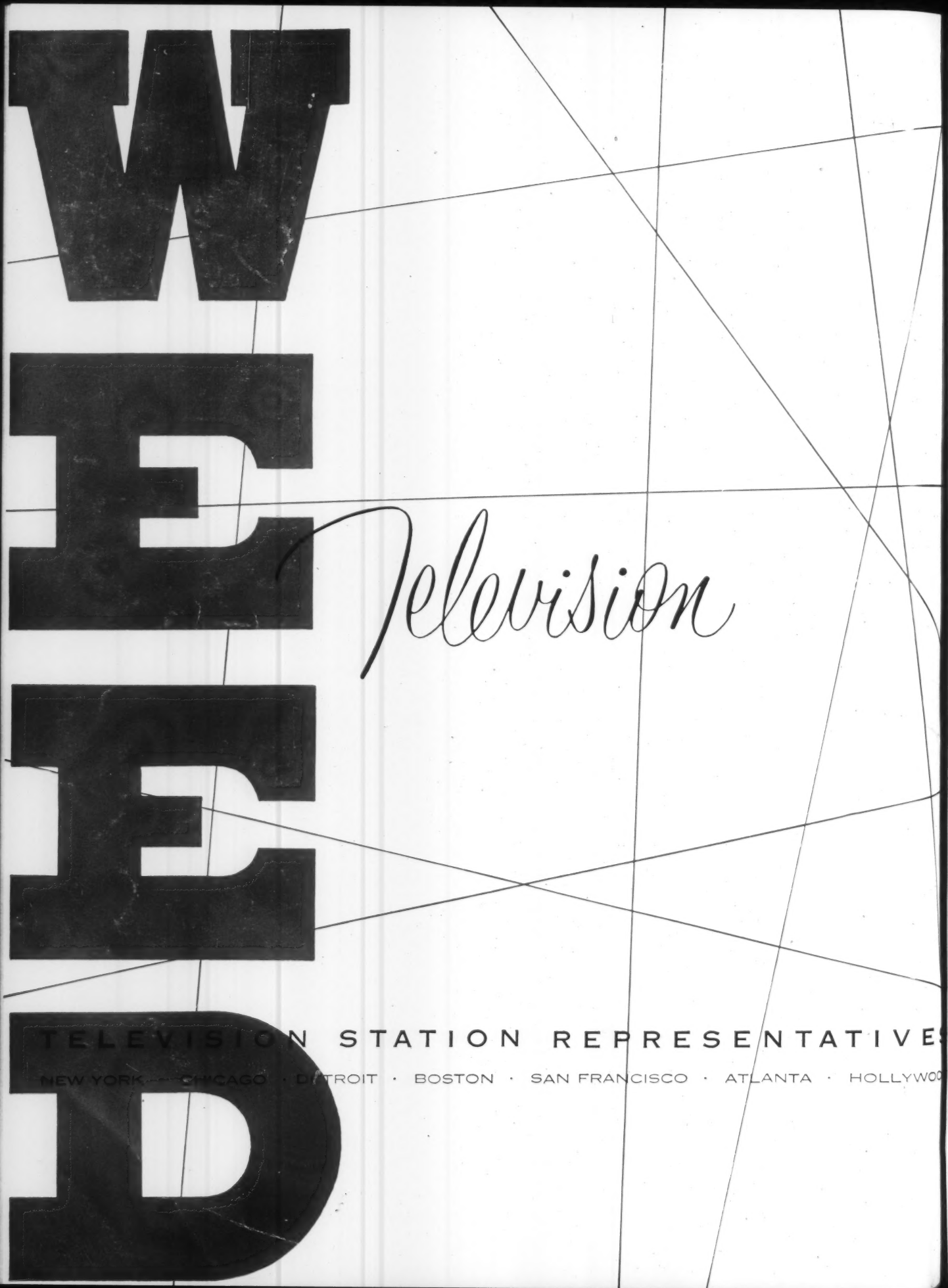
DUMONT

KTNT-TV, South 11th at Grant, Tacoma 6, Washington

Transmitter strategically located at Tacoma in Middle Puget Sound

Represented nationally by WEED TELEVISION

Represented in Pacific Northwest by ART MOORE & SON, Seattle and Portland


WJBK
Television
TELEVISION STATION REPRESENTATIVES
NEW YORK · CHICAGO · DETROIT · BOSTON · SAN FRANCISCO · ATLANTA · HOLLYWOOD

XUM

XUM